

Designing research instruments: Survey design, statistics, and applications

Christopher D. Mellinger and Thomas A. Hanson

This workshop presents the fundamentals of survey research and design. Participants will learn about the development of a reliable and valid instrument from both theoretical and quantitative perspectives. When appropriately designed, surveys can be a powerful research tool to elicit data about a range of variables, including the attitudes, perceptions, and perspectives of respondents. Instruments have been developed and employed in a variety of disciplines, and several important TI studies have demonstrated their applicability to work in the field. This presentation draws on best practices in research design, methodology, and quantitative analysis to give participants the tools needed to develop surveys in their own research areas.

Topics covered:

- Survey and scale development
- Item writing and coding
- Likert-type scales
- Exploratory and confirmatory factor analysis
- Reliability measurement
- Adaptation of existing instruments
- Translation of surveys
- Reporting survey results