

Day One

Time	Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s) All berinsky except where noted	Readings/ Assignments
9:00 – 10:30	Session 1: Introduction and Overview. Survey of participants to assess their interests and goals for the course. The roadmap for the next three days will be covered and the instructor will make sure to align the flow of the course to the specific interests of the participants.		Hillygus, D. Sunshine. “The Practice of Survey Research.” New Directions in Public Opinion, Third Edition. Berinsky, Adam J., ed. New York: Routledge. Chapter 2
10:30- 11	Break		
11:00- 12:30	Session 2: The Use of Surveys in Professional and Business Settings. Participants will learn key terms and the overall process of survey design and execution.	Guest Lecture	
12:30- 1:30	Lunch		
1:30- 3:00	Session 3: Understanding Your Respondents: The Psychology of How People Answer Survey Questions. Instructor will describe the survey interview process and build the skills necessary to understand how to evaluate good and bad survey questions. Participants will be taught how to “think like a respondent” to maximize the effectiveness of surveys.		Tourangeau, Roger, Lance J. Rips, and Kenneth Rasinski. 2000. The Psychology of Survey Response. Cambridge: Cambridge University Press. Chapter 1.
3:00- 3:30	Break		
3:30- 5:00	Session 4: Designing Good Surveys I: How to Ask Questions That Measure What You Want Them To. Instructor will cover examples of good and bad survey questions tailored to the interests of the participants. Participants will learn the skills necessary to write and evaluate survey questions. There will be a hands-on component where groups of participants design survey questions and improve them as a group.		

Day Two

Time	Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s)	Readings/ Assignments
9:00-10:30	Session 1: Designing Good Surveys II: How to Avoid Common Mistakes. Instructor will discuss when surveys can go wrong and teach participants how to identify instances where survey questions seem sound but, in fact, yield misleading results.		Schaeffer, Nora C. and Stanley Presser. 2003. "The Science of Asking Questions." Annual Review of Sociology 29: 65-88.
10:30-11	Break		
11:00-12:30	Session 2: Survey Sampling Basics: How Do You Decide Whom to Interview? Participants will learn the basics of survey sampling and how to identify surveys that you can trust and how to spot surveys that are flawed. This session will teach skills required both to conduct effective surveys and how to spot problematic surveys from outside vendors and other purveyors of surveys.		Bailey MA. Polling at a Crossroads: Rethinking Modern Survey Research. Cambridge University Press; 2024. Chapter 2 and 4
12:30-1:30	Lunch		
1:30-3:00	Session 3: Implementing Surveys: How to Field Quality Surveys and How to Spot Flawed Market Research. This is hands-on session where participants will evaluate existing surveys with a critical eye. The evaluations will be conducted through group discussion led by the instructor.		
3:00-3:30	Break		
3:30-5:00	Session 4: Application: Measuring and understanding misinformation. Presentation by the instructor with participant Q&A		

Day Three

Time	Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s)	Readings/ Assignments
9:00 – 10:30	Session 1: Programming Internet Surveys I: A Hands-On Workshop. Instructor will introduce survey programing software package to participants and provide guided instruction as participants program their own survey		
10:30- 11	Break		
11:00- 12:30	Session 2: Programming Internet Surveys II: Programming and Testing Small Group Surveys. Small group exercise where participants test and refine their surveys – and present them to each other.		
12:30- 1:30	Lunch		
1:30- 3:00	Session 3: Presenting Survey Results: How to Communicate Survey Research in a Clear and Effective Way and Avoid Common Mistakes	Guest Lecture	
3:00- 3:30	Break		
3:30- 5:00	Session 4: Wrap-up and Conclusions		