

# Short Course: Instrument Design and Testing

7 and 8 July 2011

Sydney Business School and Centre for Statistical and Survey Methodology, University of Wollongong are offering a 2-day course on Instrument Design and Testing, presented by Dr. Pamela Campanelli from the UK.

## **Summary of Course:**

Have you ever discovered too late that your questions did not deliver useful or useable data? Learn how to write effective survey questions and combine them into a meaningful questionnaire. This course combines suggestions from the research literature on questionnaire design with a very practical approach. It covers the special issues faced in writing factual, non-factual and sensitive questions, for both interview and self-completion modes, and also includes an introduction to various methods for testing survey questionnaires.

### ***Please note:***

***The instructor will be available for one-to-one sessions on your questionnaire during breaks, lunch, and after the course each day.***

***This course does not cover the design of multi-item scales based on psychometric principles.***

**Location:** Sydney Business School, Gateway Building, 1 Macquarie Place, Circular Quay, Sydney (Room 4)

**Duration:** This is a two day course. The course begins with registration from 9.00am and formal teaching begins at 9.15am and ends at 4.30pm. On the second day, the course runs from 9.15am and ends at 4.30pm.

**Fees:** \$1100 per participant including GST.

Morning and afternoon coffee and light lunch is included in the course fee.

[Course Nomination form](#)

[Course details in full](#)