

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Oblikovanje in preverjanje uporabnosti anketnega vprašalnika
Course title: Questionnaire design and testing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Doktorski program ekonomskih in poslovnih ved, tretjestopenjski program	Usmeritev Ekonomija in usmeritev Poslovne vede	1.	2.
Doctoral Program in Economics and Business	Economics and Business track	1.	2.

Vrsta predmeta / Course type

Metodološke osnove / Methodological foundations

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Laboratory work	Druge oblike dela	Samost. delo Individ. work	ECTS
16					74	3

Nosilec predmeta / Lecturer:

prof. dr. / Prof. Dr. Irena Ograjenšek

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Angleški/English
Vaje / Tutorial: Angleški/English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Opravljenе obveznosti pri predmetih skupnega metodološkega jedra.

Prerequisites:

The course builds on the methodological core courses common to PhD students of business and economics.

Vsebina:

- Oblikovanje anketnega vprašalnika:
 - Besedišče in merske lestvice.
 - Format in oblika.
 - Večjezične različice anketnega vprašalnika.
 - Priprava anketnega vprašalnika za zajem podatkov na več ravneh.
 - Vzorčenje.
 - Časovni zajem.
 - Obremenitev udeležencev v procesu anketiranja.
 - Napake v procesu oblikovanja anketnega vprašalnika.
- Preverjanje uporabnosti anketnega vprašalnika:
 - Klasično pretestiranje.

Content (Syllabus outline):

- Survey design:
 - Wording of items and response scales.
 - Formatting and layout.
 - Multilingual translations.
 - Multilevel surveys.
 - Sampling plan.
 - Timing of survey assessments.
 - Respondent and staff burden.
 - Errors in survey design.
- Survey testing:
 - Traditional pretesting methods.

<ul style="list-style-type: none"> - Strokovno preverjanje. - Kognitivno preverjanje / sistematična revizija vprašalnika. - Kognitivno intervjuvanje. - Fokusne skupine. - Eksperimenti. <p>3. Izvedba anketiranja z vidika oblikovanja in preverjanja uporabnosti anketnega vprašalnika:</p> <ul style="list-style-type: none"> - Metode anketiranja (s posebnim poudarkom na računalniško podprtem anketiranju). - Usposabljanje anketarjev. - Izbira respondentov. - Napake v procesu izvedbe anketiranja. <p>4. Analiza anketnih podatkov z vidika oblikovanja in preverjanja uporabnosti anketnega vprašalnika:</p> <ul style="list-style-type: none"> - Psihometrične merske lastnosti (dimenzionalnost, dodeljevanje vrednosti, zanesljivost, veljavnost). - Presečni in longitudinalni analitični modeli in tehnike. - Manjkajoči podatki in njihov pomen za rezultate empiričnega raziskovanja. - Nereprezentativni vzorci in njihov pomen za rezultate empiričnega raziskovanja. - Napake v analizi anketnih podatkov. <p>5. Interpretacija rezultatov anket z vidika oblikovanja in preverjanja uporabnosti anketnega vprašalnika:</p> <ul style="list-style-type: none"> - Notranja in zunanja veljavnost rezultatov anket. - Vodila za rabo rezultatov anketnega raziskovanja v znanstvenih poročilih. - Napake v interpretaciji rezultatov anket. 	<ul style="list-style-type: none"> - Expert review. - Cognitive forms appraisal / systematic questionnaire review. - Cognitive interviewing. - Focus groups. - Experiments. <p>3. Survey implementation from the viewpoint of survey design and testing:</p> <ul style="list-style-type: none"> - Methods of administration (with special focus on computer-based survey administration) - Interviewer training. - Participant recruitment. - Errors in survey implementation. <p>4. Survey analysis from the viewpoint of survey design and testing:</p> <ul style="list-style-type: none"> - Psychometric measurement properties (dimensionality, scoring, reliability, validity). - Cross-sectional and longitudinal analytical models and techniques. - Missing data and empirical significance. - Non-representative samples and empirical significance. - Errors in survey analysis. <p>5. Survey interpretation from the viewpoint of survey design and testing:</p> <ul style="list-style-type: none"> - Internal and external validity of survey results. - Guidelines for use of survey results in scientific reports. - Errors in survey interpretation.
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Temeljni literatura in viri / Readings:

- Brace, Ian (2013): *Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research*. Kogan Page.
- Collins, Debbie (2014): *Cognitive Interviewing Practice*. Sage.
- Madans, Jennifer, Miller, Kristen & Willis, Gordon (2012): *Question Evaluation Methods: Contributing to the Science of Data Quality*. John Wiley & Sons.
- Saris, Willem E. & Gallhofer, Irmtraud N. (2014): *Design, Evaluation, and Analysis of Questionnaires for Survey Research*. John Wiley & Sons.
- Vogt, W. Paul, Gardner, Dianne C., Haeffele, Lynne M. & Vogt, Elaine R. (2014): *Selecting the Right Analyses for Your Data*. Guilford Publications.
- Ograjenšek, Irena (2017): Questionnaire Design and Testing [Lecture Slides and Handouts]
- Izbrani članki. / Selected articles.

Cilji in kompetence:

Cilj predmeta je seznaniti študente s pristopi k oblikovanju in preverjanju uporabnosti anketnega vprašalnika s poudarkom na vidikih, relevantnih za uspešno izvajanje anketnega raziskovanja v praksi.

Objectives and competences:

The goal of the course is to introduce students to approaches to questionnaire design and testing emphasising those aspects which are relevant for successful practical application of survey research.

Predvideni študijski rezultati:

Temeljito poznavanje teoretičnih in praktičnih vidikov anketnega raziskovanja.

Razumevanje povezav med kvalitativnim in kvantitativnim raziskovanjem

Razumevanje vpetosti anketnega raziskovanja v okviru poslovne analize in poslovnega načrtovanja.

Pridobitev naslednjih spretnosti:

- iskanje, vrednotenje in uporaba metapodatkov ter sekundarnih podatkov v procesih anketnega raziskovanja;
- zbiranje, vrednotenje in uporaba parapodatkov ter primarnih podatkov v procesih anketnega raziskovanja;
- uporaba analitičnih programskih orodij pri pripravi in izvedbi anketnega raziskovanja;
- prikazovanje in diseminacija rezultatov anketnega raziskovanja.

Intended learning outcomes:

In-depth knowledge of theoretical and practical aspects of survey research.

Understanding the links between qualitative and quantitative research.

Understanding the link between survey research and business analysis / business planning.

Skills acquisition:

- metadata as well as secondary data search, evaluation and use in survey research;
- paradata as well as primary data collection, evaluation and use in survey research;
- use of analytical software packages in design and implementation of survey research;
- visualisation and dissemination of survey research results.

Metode poučevanja in učenja:

- Predavanja.
- Seminarji.
- Vaje.
- Projektno delo.
- Predstavitve.

Learning and teaching methods:

- Lectures.
- Seminars.
- Tutorials.
- Project work.
- Presentations.

Načini ocenjevanja:

Projektno delo in predstavitve.

Delež (v %) /

Weight (in %)

Assessment:

Project work and presentations.

Reference nosilca / Lecturer's references:

1. OGRAJENŠEK, Irena. Theory and practice of qualitative research. V/In: GREENFIELD, Tony (ed.), GREENER, Sue (ed.). *Research methods for postgraduates*. 3rd ed. Chichester, UK; Hoboken, NJ: John Wiley & Sons, 2016, 214-230.

2. CIRMAN, Andreja, OGRAJENŠEK, Irena. Community satisfaction in post-socialist cities : factors and implications. *Lex localis*, ISSN 1581-5374, Apr. 2014, vol. 12, no. 2, 255-270, doi: [10.4335/12.2.249-265\(2014\)](https://doi.org/10.4335/12.2.249-265(2014)).
3. PRAŠNIKAR, Janez, OGRAJENŠEK, Irena, PAHOR, Marko, BAJDE, Domen, TROBEC, Domen. An integral approach to corporate environmentalism and its application to a country in transition. *Zbornik radova Ekonomskog fakulteta u Rijeci: časopis za ekonomsku teoriju i praksu / Proceedings of Rijeka Faculty of Economics: Journal of Economics and Business*, ISSN 1331-8004, 2012, vol. 30, no. 1, 89-113. <http://www.efri.uniri.hr/english/dokumenti/05-prasnikar-2012-1.pdf>.
4. MCCOLLIN, Chris, OGRAJENŠEK, Irena, GÖB, Rainer, AHLEMEYER-STUBBE, Andrea. SERVQUAL and the process improvement challenge. *Quality and reliability engineering international*, ISSN 0748-8017, Jul. 2011, vol. 27, no. 5, 705-718, doi: [10.1002/qre.1234](https://doi.org/10.1002/qre.1234).
5. OGRAJENŠEK, Irena, ŽABKAR, Vesna. Enhancing the value of survey data on consumer satisfaction in the frame of a consumer loyalty programme : case of a Slovenian retailer. *Quality technology & quantitative management* (Print), Jun. 2010, vol. 7, no. 2, 133-147.