

Steven Bianco

From: training@fsw.edu
Sent: Monday, January 12, 2015 9:44 AM
To: Steven Bianco
Subject: Training Class Enrollment Notice

REGISTRATION CONFIRMATION

This is your registration confirmation for Handcrafted Survey Questions - Winning the Hearts of Respondents on January 13, 2015 at 10:00am .

Registration Information:

Handcrafted Survey Questions - Winning the Hearts of Respondents
January 13, 2015 | 10:00am | Megan Just | G-207

Description

Poorly designed items on a survey can confuse and mislead people responding to it, causing difficulty in interpreting results. To minimize measurement error in surveys, intentional consideration of the design and development of its items is essential. During this training, participants will learn tips in creating survey items that minimize sources of error in results, allowing for survey results to be trusted.

Learning Objectives

Participants will understand basic tenets of good item design in survey, including:

- how to word questions most effectively
- how to improve response scales by selecting the best item type
- how to identify bias in question design
- how to build items around sensitive issues
- how to improve respondent recall

Facilitator Bio



Megan Just

Megan Just participates in the Office of Research, Technology & Accountability as Coordinator of Effectiveness, lending support to Florida SouthWestern State College's comprehensive program evaluation initiatives. Specifically, she collaborates with the Director of Effectiveness to ensure that each program and administrative unit is sufficiently empowered to articulate and record its intended outcomes for the sake of continuous improvement and accreditation.

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More Information:

For more information on event procedures, please [click here](#).

Add to Outlook:

[Click here](#) to add this event to your Outlook Calendar.

Unenroll:

You can unregister for the workshop through the [Training Calendar](#) by logging into the "[View My Classes](#)" link.