



Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2026

Description of seminars

Veranstalter*in: Prof. Dr. habil. Stephanie Geise

Lecturer:

Titel (dt.):

Titel (engl.):

(immer

angeben)

Asking the Right Questions: Principles of Survey and Questionnaire Design

Beschreibung:

Description:

Surveys are one of the most widely used methods in communication and social science research, yet their quality depends heavily on careful conceptualization and design. This methods seminar, therefore, introduces students to the principles and practical steps involved in designing and implementing quantitative surveys.

Students will learn to translate theoretical concepts into measurable variables, operationalize constructs through questions and items, and structure clear, reliable questionnaires. The seminar covers typical challenges that arise when measuring attitudes, behaviors, and perceptions through surveys. It also addresses common sources of bias and measurement error, such as wording effects, response biases, and social desirability.

In addition, the course discusses key practical aspects of survey implementation. These aspects include sampling approaches, participant recruitment, and common challenges in fielding surveys. While the seminar does not provide training in specific statistical analysis techniques, it addresses important analytical considerations and potential pitfalls when working with survey data. Understanding these issues helps students anticipate how design decisions affect later analyses and the validity and interpretability of research findings.

Throughout the course, students will develop and critically evaluate survey instruments. By the end of the seminar, participants will have acquired a solid understanding of how to design, plan, and implement quantitative surveys for empirical research projects.

Literatur:

Literature:

See Syllabus