# Interview and survey design (with practical activities)

## Prof. Serena Barello

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with basic knowledge and skills relating to applied psychological research, with reference to two main data collection tools which are typical of qualitative and quantitative research approaches: that is the qualitative interview and the quantitative survey.

At the end of the course, the student will be able to design and apply interviews and surveys and to make methodological choices consistent with each tool.

Specifically, at the end of the learning path, the student will be able to:

* design and implement interviews and surveys for psychological research;
* adequately apply data collection tools in psychological research;
* communicate the results to both expert and lay publics.

***COURSE CONTENTS***

The course will deepen the methodological process underlying the realization of the two main tools of applied psychological research (interview and survey) and will discuss in detail the main steps related to their development and application.

Specifically, the course is divided into two main modules: MODULE 1) theory and techniques of the interview; MODULE 2) theory and techniques of the survey.

The contents of the course are articulated as follows:

* Unit 0: Premises and introduction to the differences between basic research and applied research

***Module 1: theory and techniques of the interview***

* Unit 1.1: Introduction to the interview: basic theoretical and methodological characteristics
* Unit 1.2: The rationale of the interview: theory and applications
* Unit 1.3: The interview outline: theory and applications
* Unit 1.4: Conducting the interview: theory and practice of relational and communication strategies
* Unit 1.5: Communication of interview results: theories and practice

***Module 2: theory and techniques of the questionnaire***

* Unit 2.1: Introduction to the survey: basic theoretical and methodological characteristics
* Unit 2.2: The rationale of the survey: theory and applications
* Unit 2.3: The outline of the survey: theory and applications
* Unit 2.4: Survey development: from the pilot phase to field research
* Unit 2.5: Communication of results

***READING LIST***

The student will prepare for the exam by studying lecture notes, slides and supplementary materials posted on the Blackboard platform and developing ongoing exercises on the contents of the lessons.

Moreover, students are required to study the following book chapters:

King, N., Horrocks, C., & Brooks, J. (2018). Interviews in qualitative research. Sage (CHAPTERS: 2,3,4,6)

Rea, L. M., & Parker, R. A. (2014). Designing and conducting survey research: A comprehensive guide. John Wiley & Sons. (Part 1, part 3)

Further optional readings are the following:

Bradburn, N. M., Sudman, S., & Wansink, B. (2004). Asking questions: the definitive guide to questionnaire design--for market research, political polls, and social and health questionnaires. John Wiley & Sons.

Rubin, H. J., & Rubin, I. S. (2011). Qualitative interviewing: The art of hearing data. sage.

***TEACHING METHOD***

The course will be highly interactive and will alternate lectures, supervised practical exercises and discussion of case histories.

***ASSESSMENT METHOD AND CRITERIA***

Learning outcomes will be verified through an oral exam that will focus on the knowledge and methodological skills acquired by the candidate regarding the conceptualization, design and implementation of the interview and survey tools. Students will have to demonstrate that they know how to orient themselves among the basic themes and issues discussed during the lessons. The exam will also assess the students’ knowledge about the compulsory readings. The relevance of the answers, the appropriate use of specific terminology, the reasoned and coherent structuring of the discourse, the ability to identify conceptual links will contribute to the final grade.

In particular, the candidates must show the ability to correctly orientate themselves between the interview and survey selection criteria.

***NOTES AND PREREQUISITES***

Given the introductory nature of the course, previous knowledge of the contents is not required.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

*Orario e luogo di ricevimento*

The professor meets students by appointment (to make an appointment please write an email to: [*serena.barello@unicatt.it*](mailto:serena.barello@unicatt.it)*).*