

## **Building a Better Survey**

### **Agenda**

November 18, 2014

Participants will:

- Gain understanding of survey reliability and validity
- Gain understanding of the characteristics of good survey items
- Gain understanding of the concept of cognitive interviews
- Gain understanding of ways to test for the reliability and validity of surveys

- 1:00 p.m.**                    **Lyn Swackhamer (REL Central)** will provide the welcome, an overview of the webinar goals, an overview of anticipated outcomes, and speaker introductions.
- 1:10 p.m.**                    **Ellen Mandinach, Senior Research Scientist, WestEd**  
“What Makes a Good Survey Item?” Overview of the characteristics of good survey items.
1. Understanding the latent variable
  2. Guidelines in scale development
- 1:25 p.m.**                    **Ellen Mandinach**  
“Conducting Cognitive Interviews” Overview of cognitive interviews
1. Purpose and definition
  2. Cognitive interviewing methods
  3. How to conduct the interview
- 1:40 p.m.**                    **Ellen Mandinach and Lyn Swackhamer**  
“Testing for Reliability and Validity”: Why reliability and validity matter
- 2:00 p.m.**                    **Lyn Swackhamer and Michael Culbertson (REL Central)**  
“The Use of Exploratory and Confirmatory Factor Analysis to Test Construct Validity”
- 2:15 p.m.**                    **Brandie Ward (REL Central)** Discussion, question-and-answer period
- 2:30 p.m.**                    **Brandie Ward** Closing

*This event is sponsored by REL Central.*