



Survey Instrument Development Workshop

DATE: 7 MARCH (TUESDAY), VENUE: MULTI PURPOSE ROOM (BSG), BLOCK B, SQS
REGISTRATION DEADLINE: 2 MARCH 2017 (THURSDAY)



REGISTRATION FEE

Student	- RM 100
Govt. Staff	- RM 150
Others	- RM 200

REGISTRATION METHOD

1. Online registration at <http://bit.ly/2m1FqU>
2. (For payment using bank transfer)
3. Submit registration form via fax/e-mail (COMPULSORY for payment using vote transfer)

PAYMENT METHOD

1. ONLINE BANKING
2. VOTE TRANSFER

CANCELLATION POLICY

All cancellations should be communicated in writing to SQS Statistical Consulting by email: scsqs@uum.edu.my or by fax: **604-9286309**.

- Cancellations made before or on 2 March 2017: **no charge**.
- Cancellations made from 3 March to 6 March 2017: **50%** of the fees will **NOT** be refunded.
- Cancellations on 7 March 2017: the full fees will be **charged (NO REFUND)**.

OVERVIEW

This workshop intends to provide specific outlines on how to develop valid and reliable survey instrument (or questionnaire).

GOALS

- ◆ understand the overall process of instrument development.
- ◆ relate the level of measurement (scale) in instrument with different type of statistical analysis.
- ◆ check the validity and reliability of instrument.
- ◆ differentiate the Do's and Don'ts in designing instrument.

ABOUT THE TRAINER



Prof. Madya Dr. Suzilah Ismail obtained her doctoral degree in Statistics from the University of Lancaster, England. Currently, she is an associate professor at School of Quantitative Science, Universiti Utara Malaysia (UUM).

Among courses taught are Introduction to Statistics, Applied Statistics, Research Methodology, Decision Analysis and Forecasting Techniques. Her primary research interests are in forecasting and statistics.

TENTATIVE OF WORKSHOP

TIME	PROGRAMME
8.15 am — 8.45 am	Registration
8.45 am — 10.45 am	Session 1: Overview of Survey Instrument Development
10.45 am — 11.00 am	Break
11.00 am — 1.00 pm	Session 2: Instrument and Measurement
1.00 pm — 2.30 pm	Break (Lunch not provided)
2.30 pm — 3.15 pm	Session 3: Criteria of Good Measurement
3.15 pm — 3.30 pm	Break
3.30 pm — 4.30 pm	Continue with Session 3

CONTACT US:

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