

Survey Methods Consulting

List of **fee-based** consulting services

Notes:

- Consulting, when 'helping you to help yourself', remains free of charge.
- We reserve the right to meet requests based on our capacity for consulting.
- All prices are exclusive of VAT.

Consulting services in phase 1 - planning studies and collecting data

Survey instruments		
General questionnaire review	Identification of problems and issues on the item level; revisions; review beyond "helping you to help yourselves"	Based on number of items (15 items = 1 h = 80 EUR)
Services related to the development of measurement instruments		
Cognitive pretesting	<p>Cognitive pretests: With small case numbers: 10 to 30 subjects. The individual interviews are designed to last about 60 minutes. In such an interview, approximately 20 questions or items can be cognitively tested.</p> <p>Cognitive online pretests (web probing): With samples of 100 to 120 participants. The online questionnaires are designed to take about 15 minutes. We test approx. 10 questions or items per questionnaire.</p>	The price for conducting pretests is project-specific and depends on the number of subjects, the number of questions to be tested, and the pretesting method used.
Item selection to shorten scales/measurement instruments	Consulting on the selection of methods (e.g., qualitative assessment based on face validity, quantitative assessment based on factor loadings, ant-colony optimisation, etc.) & if necessary, concrete (instead of generic) suggestions for improvement.	Per hour (1h = 80 EUR)

Validation of measurement instruments	Consulting on the selection of methods for assessing dimensionality, reliability, validity, objectivity as well as measurement invariance of specific instruments.	Per hour (1h = 80 EUR)
Participation as an expert in project meetings on the development of measurement instruments	Time-limited (e.g., one-time 1-day workshop) advice as an external expert on all psychometric topics (scale development, shortening of scales, planned missingness designs, measurement invariance/DIF, scoring) for larger projects & consortia; preparation & meeting participation	Per hour (1h = 80 EUR)
Setting-up of planned missingness/incomplete block designs for scale development	Consulting on the selection of a design (e.g., 3-form; 6-form & distribution of items from scales to blocks, including hands-on support with implementation; selection of covariates; selection of analysis strategies (pairwise present/FIML/MI) depending on the scenario.	Per hour (1h = 80 EUR)

Services related to adapting and translating questionnaires

General translator training	General training, e.g., what is important when translating a questionnaire; time for discussion.	Per hour (1h = 80 EUR), length/content can be determined individually.
Project-specific translator training	Project-specific training, general training modules are adapted to project needs (e.g., mode specifics, time series specifics, instrument-specific features).	Per hour (1h = 80 EUR): price of general training plus estimated effort (per hour) for adapting training material to project needs
Participation in translation review discussion	Participation in team-based review discussions based on the TRAPD model: preparation, active participation in refining the translation, pointing out issues and challenges.	Per hour (1h = 80 EUR)

Leading a translation review discussion	Leading a team-based review discussion according to the TRAPD model: preparation, lead of the meeting (content, time), follow-up (documentation).	Per hour (1h = 80 EUR)
Questionnaire review - focus on translatability in cross-national studies	Review of a source questionnaire for translation-related or cultural issues, suggestions for reformulation, and/or drafting of item instructions for translation.	Based on the number of items (1 h = 15 items = EUR 80) (+ external experts in other languages if necessary - their prices cannot be fixed by GESIS)
Translation guidelines - project-specific	Drafting of guidelines; possible content: information on the translation processes to be used in a project; do's and don'ts of questionnaire translation; special features of the project (e.g., placeholders, structure of the questionnaire, relationship old vs. new translations).	Per hour (1h = 80 EUR)
Participation as an expert in project meetings on the development of cross-national measurement instruments	Time-limited consulting (e.g., 1-day meeting) as an external expert on translatability of a source questionnaire; for larger projects & consortia; preparation & meeting participation.	Per hour (1h = 80 EUR)

Survey Statistics - Sampling

Drawing telephone samples	Drawing of landline and mobile phone samples as well as dual-frame sampling	Fixed price (100 EUR)
Drawing of complex samples	Complex samples including both multi-stage sampling and unequal probability sampling designs. The scope and services are adjusted as required. In the case of samples from the registration office ("Einwohnermeldeamt"), this includes: planning the distribution of sample points to strata, dividing the total sample into sample points, drawing the municipalities (but not: drawing samples within the municipalities).	Fixed price (400 EUR)

Consulting services in phase 3 - preparing and analysing data

Survey Statistics - Analysis		
Design and calibration weights	Design weights: Assessment of the sample design and calculation of the inclusion probabilities; then determination of the design weights for Horvitz-Thompson estimator. Calibration Weights: Determining of adjustment variables (including (fee-based) Destatis analysis); preparation of the data and estimation of the (marginal) distributions of the adjustment variables; calculation of adjustment/ calibration weights via poststratification, raking or GREG estimator (in consultation with you and depending on data availability).	Fixed price (320 EUR)
Imputation of missing values	Multiple imputation of missing values by chained equations; determining the predictor matrix; defining the imputation methods (by variable type). Estimation of MI variance.	Per hour (1h = 80 EUR)

Survey instruments - harmonisation		
Extensive, project-specific advice on the ex-post harmonization of substantive survey instruments and data	Exploring the pros and cons of different harmonization approaches in the context of a specific project. Consulting on the application of these approaches to your own project.	Per hour (1h = 80 EUR)
(Modular) training packages for the ex-post harmonization of substantive survey instruments and data (project-specific by applying to project needs)	The training conveys selected methodological approaches to ex-post harmonization, such as equating or multiple imputation, and serves to enable researchers to do harmonization by themselves. The training can be expanded to	Per hour (1h = 80 EUR) (according to requirements/intensity of the training: packages

	include project-specific advice on the data sets/instruments used.	for 3h, 6h, multi-day)
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Data Analysis - Psychometrics		
Psychometric scale validation and item selection (incl. scale shortening)	Consulting on the implementation of quantitative analyses (e.g., exploratory and confirmatory factor analyses, structural equation models, ant-colony optimisation, etc.) incl. programming hints and review of output.	Per hour (1h = 80 EUR)
Psychometric validation of finalized measurement instruments (without item selection)	Consulting on the selection of methods for assessing dimensionality, reliability, validity, latent variable modelling as well as measurement invariance of specific instruments; supporting the implementation of the analyses (including code checks) and the interpretation of the results (incl. review of output).	Per hour (1h = 80 EUR)
Measurement invariance/Differential Item Functioning (DIF)	Consulting on the selection of the analysis strategy; software implementation, including code checks; interpretation of the results, incl. review of output; quantifying & dealing with noninvariance.	Per hour (1h = 80 EUR)