Concept Paper

Tool Survey Complexity

**Method**

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**Agenda**

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# Overview Tools / Practices to assess sentence readability

* QUAID (Graesser et al., 2000)
  + Several Problems
    - Unfamiliar Technical Term
    - Vague or Imprecise Relative Term
    - Vague or Ambiguous Noun Phrase
    - Complex Syntax
    - Working Memory Overload
* Readability Formulas (Lenzner, 2014)
  + Kollege Timo Lenzner hat zu Complexity in Surveys publiziert (Lenzner, 2014; Lenzner et al., 2011)
  + Anwendung von gängigen readibilty formulas auf survey questions. U.a.
    - Flesch–Kincaid reading grade (FK)  
        
      where ASL = average words per sentence; ASW = average syllables per word
    - The **GFI** corresponds to the number of years of formal education required to understand text and uses the numbers of words, sentences and complex words, which are defined as having three of more syllables.  
      where *A* = *number of words; N* = *number of sentences; L* = *number of words with three or more syllables (excluding -ing and -ed ends)*
  + No support for the validity of these “simple” formulas in assessing survey complexity
    - “the analyses revealed that the formulas often misdiagnosed the question versions by attesting the problematic version higher readability than the improved question version”
* Hamburger Modell (Langer et al., 2019)
  + Ausgrichtet an längeren Textabschnitten; als Inspiration aber ggfs. sinnvoll
  + Dimensionen
    - Einfachheit
    - Gliederung/Ordnung
    - Kürze/Prägnanz
    - Anregende Zusätze
  + Es gibt ein kostenpflichtiges online-tool [Wortliga](https://wortliga.de/textanalyse/)

# Development GESIS Tool

* Audience
  + sollte versucht werden, eine möglichst gute Passung zwischen der Textkomplexität und der Leserschaft herzustellen, auf die der betreffende Text abzielt (Lenhard, 2019)
* Transfer Concepts from English to German language
  + What is special in the German language?