

Making a questionnaire

# Let's do a survey!

# Sample Declaration of the Questionnaire

The objective of this survey is to find out about the dramas people watch. You will not be individually identified, and your responses will be used for statistical purposes only. Your contribution is highly appreciated.



# Part 1

- Demographic data
  - Age
  - Gender
  - Nationality/race
  - Occupation
  - Income

# Part 2

What are open-ended and close-ended questions?

# Open ended questions

“Open-ended questions  
allow for wider responses.”

- Open-ended questions are questions that have unlimited response options.

- Why do you like Korean dramas?

.....  
.....  
.....  
.....

# Close ended questions

“Closed-ended questions  
have specific responses in mind.”

- Close-ended questions are questions that have limited response options.
- Yes/No Questions
- Multiple choice
- Rating or ranking

## *Yes/ No questions*

1) Do you watch Korean dramas?

Yes ☒

No ☐

## *Rating your ideas*

2) Rate the order in which you like watching these dramas.

Korean drama	2
English drama	5
Hindi drama	3
Tamil drama	4
Sinhala drama	1

3) Korean dramas are the best. Tick your answer:

1 = Definitely agree

2 = Agree

3 = Not sure

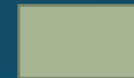
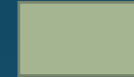
4 = Disagree

5 = Definitely disagree (Likert scale)



#### 4) The reason I like Korean dramas:

- Korean actors/actresses are gorgeous.
- There are nice songs.
- Stories are romantic.
- They are fashionable.
- I like their culture.



# Tips

- Make simple and clear questions and statements.
- Be cautious when asking for personal information.

*E.g. salary*

- Have a flow.
- Give clear instructions.
- Do not use abbreviations and technical terms.
  - I like B&W movies. (Black and white)

# Data Analyzing

# mean



The mean is the average or norm.

- Add up all of the values to find a total.
- Divide the total by the number of values you added together.

$$2 + 2 + 3 + 5 + 5 + 7 + 8 = 32$$

There are 7 values

$$= 32$$

Divide the total by 7

$$32 \div 7 =$$

$$4.57$$



# median



The median is the middle value.

- Put all of the values into order.
- The median is the middle value.
- If there are two values in the middle, find the mean of these two.



# mode



The mode is the most frequent value.

- Count how many of each value appears.
- The mode is the value that appears the most.
- You can have more than one mode.

2, 2, 3, 5, 5, 7, 8



The modes are 2 and 5

# range



The range is the difference between the lowest and highest value.

- Find the highest and lowest values.
- Subtract the lowest value from the highest.

2, 2, 3, 5, 5, 7, 8

Lowest

Highest

$$8 - 2 =$$



The range is 6



*"What sport do you play?"*

Sport	People
Soccer	106
Tennis	45
Gymnastics	54
Swimming	82
Track	68

# Findings

1. 50% of the sample watch Korean dramas.
2. Majority of the sample watch Sinhala drama as their first choice. Moreover, they watch Korean dramas as their second choice. The less popular choice is English drama.
3. The most popular reason for watching Korean dramas is that they are romantic.

# Summary

- In conclusion, the present survey demonstrated that the choices of dramas change according to the gender.

- **Recommendations and actions to be taken in the future**
- **What would you expect from this brand/product in future?**

e.g.: It is recommended that Korean dramas shown in the TV should be telecasted without Sinhala dubbing as it destroys the feeling of the drama.

Thank you

