#DRILL: When to use surveys State whether a survey would be the best option for answering each of the following questions.

Popularity of various Uber drivers.

*Yes a survey would be a good way.*

A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream.

*Yes, survey would be a good way provided they ask first if they like ice cream in general and if they like ice-cream then ask which flavor…giving option for other flavor.*

Trojan wants to know whether their condoms are more popular among straight people or gay people.

*No, This is would hard to do a self report survey since people will not be free to disclose their sex orientation freely*

Recently, rental rates for HappyCars have increased by 30%, which is quite unusual. You want to find out why this is happening and how to keep the increase going.

*No, This may not be addressed by Survey*

Assessing the success rate of a new advertising campaign.

*No, By assessing the success rate by a survey will defeat the purpose of a new advertising campaign since it is getting biased. Instead it should be measured by other metrics like sales increase or increased traffic to shop etc.or AB testing*

Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards.

*I don’t think a survey is useful here. One needs to measure patient recovery rate by biochemical tests or self-report tests and also measure the nurse/patient ratio during patient treatment.*

**DRILL: Question Design**

For each of the following, indicate the best question type to use and why.

* Age

Age is a sensitive information which people do not disclose. So a range would be better with **multiple choice questions.**

* Gender

**Multiple choice** with Do not prefer to disclose option.

* Income

Income again is a sensitive information so would give a range in **multiple choice** **questions**.

* Opinions about dish soap

This is a **Write-in / Free response** since opinions vary from individual to individual and can be lengthy

* Brand of dish soap used

This can be **Multiple choice/choose as many as apply** since some people would have used multiple dish soap brands in their lifetime.

* Preference for dish soap brand (Cleany, Sudsy, DeGreaser, Pinesoft)

Here the preferences vary and may have a degree of preference which can be captured with a survey question type of **Rating scale**

* Positive vs negative feelings about dish soap

It depends on how you want to quantify the feelings.

If wanted a % we can use Constant sum or if needed a scale of 1-10 we can use rating.

**Constant sum**

We can use like this:

Positive feelings \_\_\_\_\_% and Negative feelings \_\_\_\_\_\_% (Should add to 100%)

**Rating Scale**

(Positive feelings) 1 2 3(No feelings) 4 5 (Negative feelings)

**DRILL: Fix the flaw**

1. On which issues does the mainstream media do the worst job of representing President Trump? (Select as many that apply.)

*  Immigration
*  Economics
*  Radical Islamic Terrorism
*  Pro-life values/social issues
*  Religion
*  Health care
*  Second Amendment rights

*The problem with this question is that it a loaded question with some preassumptions that may not be acceptable to the reader.*

*The soluion would be take the assumpation apart and pose that as a question and do a follow up question to that.*

Does the mainstream media do a worst job of representing a President Trump?

Yes / no

If Yes

On which issues does the mainstream media do the worst? (Select as many that apply.)

*  Immigration
*  Economics
*  Radical Islamic Terrorism
*  Pro-life values/social issues
*  Religion
*  Health care
*  Second Amendment rights

1. Based on your answers above, do you believe that the Republican Party should spend more time and resources holding the mainstream media accountable?

* Yes
* No
* No opinion
* Other, please specify:

The above question needs to be improved because it is assuming already that Republican party is spending time and resources holding the mainstream media accountable. We can conclude that it is making that assumption because of the word “more”. If it is asking does it spend more time means it is assumed that it is spending time.

The question should be asked without the word “more”.

Do you believe that the media has been too quick to spread false stories about our movement?

* Yes
* No
* No opinion
* Other, please specify:

Need to be more clear and unambiguous about what is the “our” movement stand for here. The previous question also doesn’t talk about any movement. Even if it did they should refer the above movement.

1. What percentage do you believe is an accurate representation of President Trump’s positive news coverage by the mainstream media?
   1. 0%-10%
   2. 10%-25%
   3. 25%-50%
   4. 50%-75%
   5. 75%-100%

Here we are not giving any chance for readers to disagree with the percentage or giving 0% i.e disagree with the statement that there is any positive news coverage by the mainstream media.

1. What television source do you primarily get your news from?

* NBC
* CNN
* MSNBC
* Fox News
* Local News

There are not extensive options here…what if people donot get news coverage from TV news. May be news paper, internet etc.

They should include other option in there and leave an option to write what is the other. They ask this question after…but that question should be asked first.

What is the primary news coverage is it TV or others..if TV give the options as to what are the sources.

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* Economics
* Radical Islamic Terrorism
* Pro-life values/social issues
* Religion
* Health care
* Second Amendment rights

Here we are assuming already that the mainstream does a worst job of President trump.