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Department of Mathematics and Statistics

MM926 Survey Design and Analysis

Due Date: 17 November 2025   **16:00 (BST/GMT)**

Your project should be your own work. All submissions will be submitted to the plagiarism checker Turnitin to identify any similarity between student submissions and published online literature including websites. Students suspected of academic dishonesty, in terms of either plagiarism or collusion, will be investigated in accordance with the Student Discipline Procedure for Academic Misconduct.

Extension requests should be made via the module Myplace page. Extensions will be considered inline with the Policy and Procedure on extensions to coursework submission. This should also be referred to in the extension request.

Submissions made after the due date, without approved extension, will be subject to a deduction of marks in accordance with the Policy and Procedure for late submission of coursework.

This assessment is 2: "AI-Assisted Idea Generation and Structuring" on the generative AI usage scale.

1. Project Information

This project is worth 35% of the overall mark for MM926.

Submissions should be a single Word or PDF document containing the reflection on the design and questions, as well as a link to the Qualtrics survey.

The one-page limit stated is a strict limit. There will be a deduction in marks should you go over the page limit. This will be a 5% reduction for each page over the limit.

2. Project Background

The COVID-19 pandemic changed the way that individuals lived, socialised and worked across the world. Government sanctions such as lockdowns and social distancing aimed to reduce the spread of the disease and in many countries, including the UK, work-from-home policies were mandated for all but essential "key workers". These precautions resulted in a significant shift in working patterns throughout the UK. In particular, since the pandemic, the adoption of flexible and hybrid work models has been accelerated, with many employers now offering remote-working opportunities for staff.

3. Project Tasks

1.

(a) Design a Qualtrics survey to assess attitudes in Glasgow towards remote working. You should include a short introduction (no more than 150 words), detailing relevant background information and the purpose of the survey. Your survey should collect demographic information on age, sex and ethnicity of the participants. In addition to this information, you should have between 8 and 12 questions about the topic of remote working. For clarity, each individual item in a series of LIKERT questions is considered as one question. The key research questions that need to be answered using the data collected from the survey are:

- Were people in favour of remote working before the COVID-19 pandemic?

- How do people feel about remote working now?

- Are attitudes towards remote working different between people who have the opportunity to work remotely and those who do not have the opportunity to work remotely?

You should construct your survey questionnaire to provide information that could be used to address these questions. Note that you are being assessed on the content of your survey only and are NOT being asked to collect or analyse any responses.

(20 marks)

(b) Write a one-page reflection about your survey which:

- Describes how your chosen questions are relevant and align with the aims of the survey.

- Justifies why your chosen questions and the format of responses are appropriate for a survey.

- Describes a potential approach to obtaining a sample, along with the advantages and disadvantages of this approach.

(15 marks)

4. Project Deliverables

For successful submission of the project, you should provide

- a one-page Word or PDF document containing a link to your Qualtrics survey (part (a)) along with your reflection (part (b)).

END OF PAPER
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Total: 35 marks