# Survey Research

## Seminar #9: Designing a self-completion questionnaire

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# Outline

- Common questions (assignment 2)
- Discussion
- Q&A

# Common questions

- As the survey that we are designing is to be self completing, would it be essential <u>to construct an explanation as to what the aim of the research,</u> prior to the asking of the questions?

  - In the rationale you should present your research question. Nevertheless, the main focus of this part should be placed on defending the design of your self-completion questionnaire, rather than on defending the gap this research question tries to answer.

- Will we be graded solely on the construction and relevance of the questions, or will the overall <u>design</u> (fonts, pictures, etc.) be <u>a contributing factor</u> to the final mark of this assignment? My fear here, is that the use of pretty colours and pictures would limit the word space and depth to which the questionnaire is intended.

  - The style will be also considered. For example, taking into account if the style is appealing for the population you are intending to study.

# Common questions

- Should I defend the sampling strategy?

  – As with question 1, I would suggest you to focus your rationale on arguing for the choices you have made for <u>the self-completion questionnaire instead.</u> However, you will need to discuss briefly certain aspects, such as the population you are studying. This could be considered as part of the introduction of the research question.

- Should we include an <u>introduction</u>?

  – No. You can start your assignment by including directly the questionnaire.

- <u>Detailed criteria: module guide, pp. 13-15</u>

- Deadline: **15th December, 4pm**

# Discussion

- Previous week, we focussed on narrowing down: from general topic / area of interest → research question

- This week, we will focus on self-completion questionnaire to tackle the research question



Source:
http://i0.wp.com/www.otapioca.com.br/wp-content/uploads/2015/07/consiste-2.png?resize=465%2C194

- I will be around providing specific feedback on your proposed questions

# Discussion

- Small groups (2-3 people), 35-40min for discussion

- Start thinking about the self-completion questionnaire. For example,

  – Think of possible questions

  – Open or closed?

  – What kind of response formats?

  – Sample population → style? Language?

# That's all! Questions?

Thanks! ¡Gracias!

Obrigado!

Danke!

Grazie!

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