

Survey Research

Seminar #6: Questionnaire design (II) – Response formats & measuring attitudes

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Outline

- Introduction and common questions
- Discussion
- Q&A

Introduction and common questions

- Remember, deadline **17/11/2015 4PM**
- *How many questions should I evaluate?*
 - Not need on having exactly ten questions, neither the evaluation will be based on the number of questions you assess.
 - Instead, we will be evaluating your level of understanding, the quality of your analysis, etc. (check pages 9-10 of module guide)
 - Keep a balance: suggesting to aim at least 5 questions. But, if you feel confident your analysis is deep enough, that is fine. Although, should be deeper then.

Introduction and common questions

- *Many of the questions have overlapping positives and negatives. If I miss out a criticism for one question to use it to analyse another question would I get marked down for overlooking it initially?*
 - *No, there are many ways in which you could praise/criticise a question...it's not a 'test' where there are correct and incorrect answers*
 - *It's about your ability to be critical with the questions*

Introduction and common questions

- *Some of the questions are very long and they take up a lot of the total word count*
 - Screenshots will not, you could use them instead
 - Appendixes for questions are not recommended and will be counted as well, so we would suggest you to use screenshots as well in those cases!

- Example:



Example of a survey question layout, showing a red border around the question text and a red box for the answer area.

Example question text (Lorem ipsum):

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent gravida libero purus. Aliquam dictum leo quis vestibulum ullamcorper. In hac habitasse platea dictumst. Vivamus eget lobortis massa. Praesent sapien lacus, iaculis sit amet risus vitae, fringilla aliquet justo. Sed commodo neque diam, et aliquet justo pretium eget. Nulla et leo aliquet, volutpat sem id, suscipit enim. Curabitur ultrices aliquet odio sed feugiat. Morbi tempus euismod hendrerit.

Example answer area (red box):

Discussion

- **You will decide what you prefer to work on:**
 - (A) Choose and critically discuss response formats from your chosen survey (assignment #1)
 - (B) Think about a research topic, concepts, questions and response formats (assignment #2)



<http://desmoinesparent.com/wp-content/uploads/2014/05/Red-and-blue-pills.jpg>

Discussion (A)

- Find someone who chose same survey for assignment #1
- 40 min. for discussion
- Supporting discussion and solving doubts about assignment #1... but not answers ;-)

Discussion (A)

- Read the whole of the questionnaire
- Analyse and critically discuss response formats For example:
 - What kind of response formats are used?
 - Is there a mixture, or are they the same throughout? Why do you think this is the case?
 - How could the response formats be improved?
 - Are respondents given the option to make non-committal responses?
 - If scales are used, are they equally balanced?

Discussion (B)

- Small groups, 40 min. per discussion
- Identify: general area you are interested in and possible research questions
- Identify some concepts related to it. For example: gender, lifestyle, social class, victimisation, stop-and-search, etc.
- Write some questions. Think about possible response formats
- Discuss them in groups. For example:
 - Which ones would work?
 - Why? / Why not?

That's all! Questions?

Thanks! ¡Gracias!
Obrigado! Danke!
Grazie!

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