

# Survey Research

## Seminar #8: Formulating a research question

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# Outline

- Assignment 2
- Discussion
- Q&A

# Second assignment

- Produce a survey on a topic of your choice
- Topic:
  - You can design a survey about anything you wish
  - Maybe, opportunity for a pilot of your final year research project?
- Research question:
  - Generate research question on your chosen theme that is amenable to being explored through survey research

# Second assignment: questionnaire

- Create your own **self-completion questionnaire**, designed to help you answer the research question(s)
- You might also need to collect background information about respondents. For example, age, sex or ethnicity: *what background information is relevant to my research question?*

# Second assignment: outcomes and guidelines

- Self-completion survey
  - **Formatted and presented** as if you were actually going into the field. Think about the presentation!
  - A **complete** questionnaire! (not a part of a larger one)
  - 4 sides of A4 / font 11

# Second assignment: outcomes and guidelines

- Short rationale
  - **Present** your **research question**
  - **Defend** the design. For example,
    - Order and number of questions
    - Questions used
    - Response formats used
    - Any ethical issues that might raise
    - ...
  - 1 side of A4 / font 11

# Second assignment: assessment criteria

- Not necessary an essay form: **no need for introduction or conclusion**, but **well structured** in coherent paragraphs, etc.
- We will be looking at
  - Level of understanding. *Is your question answerable with a survey? Which type of data would it produce? Are your questions clear and unambiguous?...*
  - Quality of your analysis. *How well can you defend your design? Appropriate response formats? Question order effects? Minimising missing data? ...*
  - Use of literature
  - Structure and presentation
- Detailed criteria: module guide, pp. 13-15
- Deadline: **15<sup>th</sup> December, 4pm**

# Discussion

- Small groups (2-3 people), 35-40min for discussion
- Identify a general area you are interested in
- Mind-map possible research questions for your proposed survey
- Discuss them in groups. For example:
  - Which ones would work? Why? / Why not?
  - How might literature related to your chosen topic could help you to formulate the research question?
- I will be around providing specific feedback on your proposed research questions



# That's all! Questions?

Thanks! ¡Gracias!  
Obrigado! Danke!  
Grazie!

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