Assignment # 2: The Questionnaire/Survey

Value: 10%

**Due Date:** **Wednesday November 17th by 11:59 p.m.**

**Objective:** To understand the importance of and principles involved in writing an effective research questionnaire/survey. To engage in the compilation of effective data collection for research interpretation.

**Assignment Details:** Based on the PowerPoint information and Chapter 12 of your textbook, you must construct a questionnaire/survey. The questions included must be clear, and purposefully reflect the various survey question styles you have learned about in class.

You may choose to write your questionnaire about a topic of your choice (education, current issues, homelessness, poverty, mental health etc.), but you must include **one of each** of the seven different styles of questions within your questionnaire: personal, behavioural, attitudinal, sensitive, closed-ended, open-ended, and semi-closed.

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**Use the following steps to guide you in your questionnaire construction.**

**Step 1:** **Decide on a topic** about which you would like to gather information. You may continue using the same topic you have used for previous assignments in this course. Ensure all questions aim to provide data around this **one topic only**.

**Step 2.** Create your questionnaire with a **total of 15 questions** ensuring you **include at least 1 of each of the following styles**:

* Personal question
* Behavioural question
* Attitudinal question
* Sensitive question
* Closed-ended question
* Open-ended question
* Semi-closed question

**Step 3:** **Review your question construction for clarity**. Use table 12.1 on p. 397 of your textbook to assist you in your question clarity.

**Step 4: Create a title page for your work and include all components** to be submitted to the FOL submission folder by **November 17th at 11:59 p.m.**

**Overall Marking Rubric:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Component:** | **Level 1: Incomplete/Weak** | **Level 2:**  **Fair** | **Level 3:**  **Good** | **Level 4:**  **Excellent** |
| Topic clarity and consistency among questions | Topic is unclear and/or incomplete. | Topic is somewhat clear but could use further editing. | Topic is mostly clear but could use further editing. | Topic is extremely and well thought-out. |
| Consistency of Topic Among Questions | Questions do not provide data around one main theme. | Some questions provide data around one main theme. | Most questions provide data around one main theme. | All questions provide data around one main theme. |
| Question Clarity | Questions are written vaguely or unclearly and need work. | Some questions are written clearly or carefully, but need work. | Most questions are written clearly and carefully. | All questions are written clearly and carefully. |

**Subtotal:** / 12

**Question Rubric:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question Style Apparent:** | **0 marks (missing)** | **1 mark (vague/needs work)** | **2 marks (complete)** |
| Personal Question |  |  |  |
| Behavioural Question |  |  |  |
| Attitudinal Question |  |  |  |
| Sensitive Question |  |  |  |
| Closed-ended Question |  |  |  |
| Open-ended Question |  |  |  |
| Semi-closed Question |  |  |  |

**Subtotal**: / 14

Title page is included (with proper formatting: name, date, class, instructor): /2

**Overall Total: / 28**