

Unit 6 Wiki Activity: Questionnaires

Find a questionnaire and critique the design, both the format and the questions used.

Consider areas such as 'why is this question included?', 'is the form of the question appropriate?' etc. How can you improve the questionnaire?

Put your analysis in the module wiki and comment on others' analyses.

Questionnaire: Cybercrime Awareness Clinic Questionnaire – Schools (generic)

<https://www.safe4me.co.uk/wp-content/uploads/2018/10/Cybercrime-Awareness-Clinic-Schools-Questionnaire-Survey-Example-Only.pdf>

The questionnaire is designed for online responses. The hard copy version has comprehensive but lengthy information on the purpose of the study and consent, which last five A4 pages. The duration of questionnaire is set to take approximately 30 minutes (Karagiannopoulos & Sugiura, 2018).

As the targeted group of respondents is 11-16-year-olds, this may not be pitched effectively for them.

When analysing this document using the Flesch Kincaid readability score (Readable, N.D.), we find this section scores 54.2 with a US school grade level of 8.2 which would be aimed at 14-16-year-old readers. Therefore there are limitations in the questionnaire design as the younger students may quickly become disinterested, not pay sufficient notice to the guidance and consent or find the process long and tedious.

The strength is that it offers clear and concise information regarding the purpose, duration of data held, confidentiality, third-party use and benefactors. The format of the questions is repetitive in style by offering two parts to each question.

The first part is a closed question offering choices to select from a list, and the second part offers open questions for more qualitative data regarding the first set of choices. This would be helpful for consistency and routine; however, again, for the younger ages, there does seem to be a long list of choices.

On Page 8, Q8 offers fifteen statements to respond. The questions are direct, leaving little opportunity for ambiguity and not seeming to lend themselves to bias.

Overall the questionnaire is helpful however could be structured and formatted to engage the cohort more effectively.

Karagiannopoulos, V. & Sugiura, L. (2018). Cybercrime Awareness Clinic Questionnaire - Schools. Available from: <https://www.safe4me.co.uk/wp-content/uploads/2018/10/Cybercrime-Awareness-Clinic-Schools-Questionnaire-Survey-Example-Only.pdf> [Accessed 23 February 2023].

Readable. (N.D.). Flesch Reading Ease and the Flesch Kincaid Grade Level. Available from: <https://readable.com/readability/flesch-reading-ease-flesch-kincaid-grade-level/#:~:text=The%20Flesch%20Kincaid%20Grade%20Level%20is%20a%20widely%20used%20readability,to%20the%20reading%20grade%20level>. [Accessed 23 February 2023].