Provide two real-world survey questions that would be useful to you in a professional application or in your everyday life by addressing the following:

1. Your first should be a question associated with a categorical (quantitative) variable.
2. Explain the measuring scale associated with the question and if the data collected is cross-sectional or time series.
   1. Time-series (on going survey)
   2. Categorical - choose from four categories ease of use etc.
3. What might you be able to infer about the data you would collect?
4. Your second should be a question associated with a quantitative variable.
5. Explain the measuring scale associated with the question.
6. Determine whether the variable associated with the survey question is discrete or continuous and if the data collected is cross-sectional or time series.
   1. Time-series (on going survey)
   2. Ordinal - 1 to 5 rating
7. What might you be able to infer about the data you would collect?

Remember to create a narrative in paragraph structure (4-6) sentences per paragraph.

You need to support your writing with scholarly resources. Your textbook is considered a scholarly resource.

<https://csuglobal.libguides.com/writingcenter/apa7_writing_templates/discussions>

My company recently released a telehealth product. I’m a software developer and I had the opportunity

to work on building the user interface for the survey which appears after a customer ends their video

call. The survey consists of several questions, two of which I’ll discuss below.

“What can be improved?” This categorical question uses a nominal level of measurement. Nominal scale

data uses labels to classify unordered data (Holmes et al., 2018). The data is time series as it will

be collected over the duration of the product’s lifetime. The categories include the following: audio

quality, video quality, ease of connectivity, and ease of use. From the responses given, we can infer

over time whether or not any software changes made as the result of customer feedback are adjusting

customer opinion.

“How likely is it that you would recommend this service to a friend or colleague?” This quantitative

question uses an interval level of measurement. Unlike nominal scale data, interval scale data is

ordered. Furthermore the values maintain a meaningful rank (Holmes et al., 2018). This question rates

a likelihood from 1, the lowest rating, to 5, the highest rating. The question variable is continuous

(measured). Again, the data gathered is time series.

The question may not be measuring the expected attitude; perhaps a customer may understand the question

as, “How satisfied are you with this service?” rather than the likelihood of recommending the service.

To account for possible wording effects, we can run a survey experiment wherein some customers receive

the original question and some receive a modified question (Krosnick, 2011). After which we can determine

whether these questions measure different attitudes and thus if we are making the correct inference

regarding the likelihood of recommendation.

References

Holmes, A., Illowsky, B., & Dean, S. (2018). Introductory business statistics. OpenStax.

Krosnick, J. A. (2011). Experiments for Evaluating Survey Questions. In J. Madans, K. Miller, A. Maitland,

& G. Willis, Question Evaluation Methods (pp. 213-238). Wiley. http://dx.doi.org/10.1002/9781118037003.14

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How likely is it that you would recommend this service to a friend or colleague?

NOT AT ALL LIKELY

1

2

3

4

5

EXTREMELY LIKELY (this is a horizontal scale 1-5)

Tell us what could be improved.

Audio Quality

Video Quality

Ease of Connectivity

Ease of Use