

Homework Exercise 1

COM (BA) Statistics - WS 2020

October 5, 2020

Due date: October 12, 2020

Max. points: 8

1. Think about a research question you want to test empirically using a survey or questionnaire as your measurement instrument. With the information we covered in the lecture on research design, write a short report on how you would approach your research project. Make sure to cover the following questions:
 - How did you arrive at your hypothesis?
 - How would you operationalize your variables of interest?
 - What is your target population?
 - How would you collect the data?
2. Develop a short questionnaire (10-15 questions maximum) which might be used to answer your research question. Make use of the practical guidelines given in the lecture. When developing your questionnaire especially think about
 - which response format(s) is/are appropriate for your application, and
 - which type(s) of questions your questionnaire should be based on.

Try to avoid the common pitfalls introduced in the lecture!