

Homework 05

Matija Teršek

Introduction

In this report we show examples of 8 questions that violate the best practices of questionnaire design.

Questions

Question	Answers	Issue
My child listens to what I say [1].	From 1 (Not at all) to 5 (Agree completely).	We think this is a loaded question as parent might not want to admit whether their child actually listens to them. Possible improvement is normalizing the question, e.g. <i>"Children behave differently when given instructions. How well does your child listen to you?"</i>
Frequently eat sweet and fatty food (please check the most appropriate option) [2].	Yes / No and comments.	This question is sensitive and not well explained . In general people might lie about the answer to this question as it might make them feel bad. This could be improved by normalizing the question first. It should also be better explained what <i>frequent</i> means (every day, more, less, ...).
How often did you get exposed to hot indoor air temperature? [2]	No / Less frequent / A few days per month / A few days per week / Every day.	This question is not well explained , as people might have different meanings of what <i>hot indoor air temperature</i> means. Question could be improved by explaining this.
I admire the work that social scientists do [3].	Strongly agree / Agree / Disagree / Strongly disagree.	Contains emotionally charged word <i>admirable</i> , which should be omitted. Maybe it would be better to rephrase the question as: <i>"What do you think about the work that social scientists do?"</i>
Argeta is developing spreads for vegans, vegetarians and flexitarians (How important to you are the following characteristics of Argeta products?) [4].	Not important / Slightly important / Medium important / Important / Very important.	This question is double barreled . A possible solution would be to use <i>or</i> instead of <i>and</i> , and this is probably what the authors have meant. However, vegans usually do not care about products for vegetarians, and if distinguishing between the groups is desirable, it would be better to break the question into multiple.
How old were you the first time you had a drink of an alcoholic beverage? Please do not include any time when you only had a sip or two from a drink. [5]	Open question.	We feel this is a loaded question and might not be answered truthfully with a tendency to put down a higher age. Normalization like <i>"In some cultures people drink their first alcoholic beverage in the inner family circle or with friends, while some might drink it later,"</i> might be useful before asking this question.
...would you say that most people can be trusted, or that you can't be too careful in dealing with people? [6]	Scale from 0 to 10, where 0 means you can't be too careful and 10 means that most people can be trusted.	The scale is too large . Does it really make a difference picking between 6 and 7? Question would be better if the scale of the answers would be smaller, for example between 1 and 5 (including).
If I decide one afternoon that I would like to go to a movie that evening, I could easily find someone to go with me [7].	Definitely false / Probably false / Probably true / Definitely true.	This is a sensitive question as someone with less friends might feel uncomfortable answering that and might not answer truthfully. A better question might be normalized, something along the lines of <i>"People are often busy and do not have time to change their plans on a short notice, that is why finding companions at last minute might be difficult"</i> , and then proceed with the question.

References

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