

**Writing survey questions—Group A**

**Directions:**

1. Split your group into two sub-groups. Group A should have approximately half of the group. Group B should consist of the other half of the group, and should not participate in the writing of the question or the answer options. Group B will engage in a discussion activity instead.
2. Write a survey question to probe a respondent about one of the topics in the attached sheet. Use the topic assigned to your group number.

**Draft/notes:**

**Final survey question:**

- Group 1: How much time does the respondent work in a typical week
- Group 2: Whether the respondent likes veggies
- Group 3: What the most important quality the respondent looks for in a person to date
- Group 4: Whether the respondent supports free trade
- Group 5: Whether the respondent supports free trade
- Group 6: Whether the respondent supports free trade
- Group 7: Does the respondent like veggies?
- Group 8: Whether the respondent supports free trade
- Group 9: What the most important quality the respondent looks for in a person to date
- Group 10: Whether the respondent supports free trade
- Group 11: How many times the respondent checks their e-mail each day
- Group 12: What the most important quality the respondent looks for in a person to date
- Group 13: Whether the respondent likes veggies
- Group 14: How many times the respondent checks their e-mail each day
- Group 15: How much time does the respondent work in a typical week
- Group 16: How many times the respondent checks their e-mail each day
- Group 17: Whether the respondent supports free trade

### **Writing survey questions—Group B**

Directions:

1. Split your group into two sub-groups. Group A should have approximately half of the group who will write a survey question. Group B should consist of the other half of the group, and should not participate in the writing of the question or the answer options. Instead, Group B should discuss the following questions:
  - a. When was the last time you took a survey? What was it for?
  - b. Was there anything challenging about answering the questions you were asked?
  - c. Did you feel like your responses would provide a researcher an accurate picture of your perspective/habits/etc.? If not, what was preventing that from happening?
  - d. What are the challenges you expect to face when writing your own survey questions for your group project?
  - e. How is the cognitive process of answering a survey question different from the process of writing a survey question? How might these differences matter to the researcher?

**Answering the survey question—Group B**

As you answer the survey question, document all of the cognitive steps you take to honestly answer this question. Also note whether you found it easy or difficult to honestly answer the question given its wording/structure. These are just notes for discussion purposes and do not need to be particularly organized.