Assignment 2: Questionnaire Design

Assigned: March 9 • Draft Due: March 23 • Final Due: March 30

Purpose
The purpose of this assignment is to gain practice in designing a questionnaire appropriate for use in a research study.

Description
You are to develop a short questionnaire on a topic of your choice. It might be one that you can later use for your Assignment 3 research proposal, but that is not required. You should include roughly 8 to 12 questions, which should involve at least a couple of different question types (i.e., not all questions should be multiple choice or open-ended). This can be a questionnaire you intend to be delivered on either on paper or via the web, but regardless of the ultimate intended distribution medium you will turn it in as hardcopy. The questions should all relate to the topic you are presumably investigating.

The questionnaire should begin with a title and brief introduction to its intended purpose so respondents understand why they are being asked to participate in the survey. Note that this stated purpose might not be an accurate description of your real purpose if revealing that would affect responses.

Assignment Deliverables
We will pilot test questionnaires in class on March 23rd. Bring to class that day five copies of your questionnaire. These will be distributed to three other students (and one for me) who will fill out your questionnaire and provide you with feedback and suggestions for revision. You’ll then make any revisions you feel are necessary in the next week before the assignment is due. The pilot test versions will not factor into your grade for this assignment.

Turn in one copy of your final questionnaire as hardcopy, due at the start of class on March 30.

Evaluation Criteria
This assignment is worth 15% of your final grade for the course. Evaluation will be based on the overall design of the questionnaire and how well it demonstrates an awareness of the questionnaire design concepts discussed in the Week 8 class session and in the Week 8 readings.

To receive maximum points on this assignment, your questionnaire must possess the following characteristics:

Authority. You should have a concise but informative introduction. Who is conducting and/or sponsoring the study? Does the goal of the study seem important or valuable enough for someone to want to take the time to complete it?

Professionalism. Is the formatting consistent and readable? Are there typos that would cast doubt on the capabilities of the researchers? Is there enough variety in question types to make completing the questionnaire somewhat interesting or engaging?

Appropriateness. Does each question appear useful for the goals of the study? Does each question produce data that is necessary to address the research topic?