

Research Skills: Questionnaires and Surveys

1. The most important thing to remember when writing a questionnaire is...
 - ...to make the questionnaire look pretty to attract the reader's attention.
 - ...to have a lot of questions on the questionnaire to obtain the most data possible.
 - ...to have at least 5 question styles.
 - ...to know the goal of the questionnaire and what needs to be measured.
2. Smart questions contain which of the following elements?
 - Neutral wording that avoids leading the reader to a specific answer.
 - Clear language.
 - Clearly defined terms.
 - All of the above
3. Which is a disadvantage of questionnaires?
 - Some people may choose not to complete the questionnaire.
 - A low response rate could lead to inaccurate statistical analysis.
 - Some people may complete only a few questions on the questionnaire and quit before finishing.
 - All of the above
4. Which method provides the ability to ask follow-up questions based on the person's answers to questions?
 - A face-to-face interview
 - A questionnaire

5. A good survey has...
- ...more than 30 questions.
 - ...takes at least 45 minutes to complete.
 - ...usually can be completed in 5-10 minutes.
 - ...contains many question types.
6. A/An _____ question is used to gain insight into how the person feels.
7. A/An _____ question is used to gather demographic information..
8. By using _____ questions it is possible to ask more questions because the answering time is less.
9. A/An _____ question is used to find out the importance level of each choice and is also used to rank a range of choices.
10. A/An _____ question is the most commonly used type of question and is often used to measure people's opinions.