

## 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.