4.4 Designing and reporting surveys

1 Conducting surveys

(Other suggestions possible/ in any order)

To test a hypothesis.

Get up-to-date data.

Collect information about the behaviour of a specific group, e.g. clients of a firm.

2 Questionnaire design

(a) (ii) is less embarrassing for most people to answer.

(b) (i) is an open question and has many possible answers.
   (ii) is a closed question with a limited range of responses.

(c) For casual interviews ten is probably the maximum most interviewees will cope with.

3 Survey language

(a) conducted
(b) random
(c) questionnaire
(d) questioned
(e) respondents/ interviewees
(f) Interviewees/ Respondents
(g) mentioned
(h) majority
4 Question forms

(Example questions. 3–6 could use present tense)

Q2 Why did you take a job?
Q3 What effect did the work have on your studies?
Q4 What kind of work did you do?
Q5 What hours did you work?
Q6 How much did you earn?
Q7 Do you have any comments on your work?

5 Using tenses

(a) past tense
(b) present tense (the survey is completed but the results are still valid)