

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

- (i) slightly
- (j) minority
- (k) questions
- (l) common
- (m) generally
- (n) sample

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)