

## Section A: Getting Started

1. Write a closed-ended question that is
  - a. a factual question
  - b. a knowledge question
  - c. a behavior question
  - d. a motivation question
  - e. an attitude or opinion question
2. For each question you wrote above indicate how Mohan might use the answers to improve MECKP.
3. Use a search engine to find a survey or survey questions for users of soup kitchens or food pantries. Use the information in this chapter and assess the introduction, question order, question, and response wording.
4. Use qualitative methods (see Chapter 2) and assess the reliability of the questions.
5. MECKP has a survey it plans to administer at the soup kitchens.
  - a. Why should it do a pilot test?
  - b. Write a list of tasks that need to be done as part of the pilot test.

## Section B: Class simulation of drafting a questionnaire for MECKP

In groups of three to five draft a short survey and introduction for MECKP to administer to residents in its service area. It should have no more than 2 open-ended and 15 total questions. The questionnaire is to identify people's knowledge of what constitutes a good diet. MECKP plans to use the information to guide its development of an educational campaign.

1. Outline a short presentation that you would make to MECKP identifying what it may learn from the survey questions.
2. Make your presentation to the class and briefly review your questionnaire.
3. The class will select a questionnaire, make needed edits (improve question wording, response lists, and similar changes) and prepare for pretesting.
4. Each member of the class should administer the selected questionnaire to five people. Note how long it takes them to respond and any questions that they find confusing, unclear, or otherwise flawed.
5. Bring your completed questionnaires to class.
  - a. Review each question and decide if it needs to be revised or deleted before including it in the final questionnaire.
  - b. Compute the frequency of the responses to questions that you plan to use in the final questionnaire.
  - c. Based on the frequencies does the class think that each question has sufficient variation to be worth keeping?

Put the completed questionnaires aside for analysis after reading Chapter 8.