

Questionnaire Construction

Questionnaire Development

- ▣ Previously used and tested questionnaires eliminate worries of validity and reliability
- ▣ If previously used questionnaires don't exist or meet specific needs, create a research-specific one
- ▣ Consider
 - Reliability
 - Validity
 - Level of measurement

The Format

- ▣ Issues involved include:
 - Content
 - Wording of questions
 - Response format
 - Question placement

Question Content

- ❑ Is the question necessary?
- ❑ Are several questions needed to avoid *double-barreled* questions?
- ❑ Do respondents have needed information?
- ❑ Does the question need to be more specific or more general?
- ❑ Is the question biased or loaded?
- ❑ Will the respondent answer truthfully?
 - e.g., questions regarding age, income, contributions to charity are sensitive

Types of Questions :Structured vs. Unstructured

Structured questions

- ❑ Dichotomous Questions
 - e.g., "yes" or "no"
 - e.g., male" or "female"
- ❑ Questions based on level of measurement
 - e.g., rank order of preferences
 - e.g., degree of satisfaction (1-5)
- ❑ Filter or contingency questions
 - First question determines qualification or necessary experience to answer next question
 - e.g., "If no, skip to question 4"

Types of Questions :Structured vs. Unstructured

Unstructured questions

- ❑ Written text

Response Format

- ▣ Structured Response Formats
 - Fill-in-the-blank
 - Check the answer
 - Circle the answer
- ▣ Unstructured Response Formats
 - Written text
 - e.g., "tell me more about your experience with..."

Question Wording

- ▣ Can the question be misunderstood?
- ▣ What assumptions does the question make?
- ▣ Is the time frame specified?
- ▣ How personal is the wording?
- ▣ Is the wording too direct?
- ▣ Other issues
 - e.g., wording should not be objectionable, loaded, or slanted

Question Placement

- ▣ Answer to one question may be influenced by prior questions
- ▣ A question may come too early or late to arouse interest
- ▣ A question may not receive sufficient attention because of surrounding questions
- ▣ Guidelines for question sequencing

Correlation Studies & Correlation Statistic

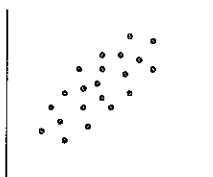
Correlation Studies-represent a type of research in which we measure two or more variables to see whether they are related to each other

- Example: height and weight
 - Co-related – taller you get more you weigh
- Example: TV Violence and Aggression
- Correlation study
 - Must involve at least two measurements
 - Amount of TV violence watched
 - Amount of aggression

Types of Correlation

- Positive Correlation
 - A relationship between two sets of measurements in which an increase in one variable is accompanied by an increase in the other.
 - Example: As the amount of TV violence increases the amount of aggressive behavior also increases.

- Positive Correlation



- **Negative Correlation**

- Whenever an increase in one variable is accompanied by a decrease in the other
 - Also referred to as an inverse relationship
- Example: As the amount of work in your life increases the amount of leisure will decrease

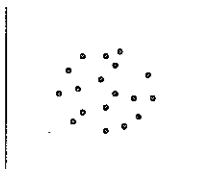
- **Negative Correlation**



- **No Correlation**

- When there is no relationship at all between two variables
- Example: As amount of violent TV increases aggressive behavior stays the same.
 - The variables are not correlated in any way

- **No Correlation**



Correlation Statistic

- Statistical measure of how closely two things are related
- The value computed to assess the significance of a correlation
 - Runs between -1.0 to $+1.0$
 - Stronger relationship
 - closer to $+1.0$ or -1.0
- "r" represents the Pearson correlation or correlation coefficient – the statistic
 - Negative -1.0 to 0
 - Positive 0 to 1.0
 - No correlation 0 , or close to 0
- **Common Errors with Correlation**
- Only tells us if variables are related
 - Does not tell us why something happens
 - Example: TV violence & aggression
- Spurious relationship(false correlation)
 - When two variables are significantly related but are really not related
 - Example: Home heating bills & Suicide

- Third variable(confound)
 - When something is not measured but is responsible for the correlation
