

Survey (Questionnaire) Development Guidelines

10 points

Overview

A survey research design is especially helpful for gathering information regarding perceptions and behaviors through the use of questionnaires. When designing a questionnaire, one must consider: your objective, your target sample, the format and item development, how you will access the sample, and how you will collect and analyze the responses.

Assignment Criteria:

Your assignment must include each of the following areas, and abide by the given format:

- 1) **Title Page**
 - a) Must be formatted in proper APA-style
- 2) **State the Objective of the Questionnaire**
 - b) This should be clear, concise, and should answer the question: What do I want to get out of this questionnaire?
- 3) **Identify Study Sample**
 - c) This should be clear, concise, and should answer the question: To whom will I give the questionnaire?
- 4) **Questionnaire Format and Item Development**
 - d) Please include a total of at least 10 questions in your survey. Three of the questions should be categorical items, three should be ranking items, three should be Likert items, and you need to include at least one open-ended question. Please refer to the book and the Chapter five PowerPoint.
- 5) **Accessing the Sample**
 - e) This should be clear, concise, and should tell me how you will access the sample and when you will access them.
- 6) **Collecting the Responses**
 - f) Decide whether your responses will be anonymous or confidential and provide a brief explanation of how and why they will be one or the other.