

The Survey Questionnaire

Research Methods, Group 4

This document proposes how we might undertake the design of survey questionnaire. It follows guidance suggested on the RM course website and in addition proposes where we might use a **dedicated thread on the course forum** to explore our ideas (represented by an *). Begin by reading Chapter 10 of Robson (2011)

Step 1: Selecting a topic

Select a topic for the questionnaire that considers an area related to online learning. See dedicated discussion thread on course forum*.

Step 2: Devising questions

Design questions for a questionnaire that will last no longer than 15 minutes. Some of the questions should collect demographic information. Think about who the questionnaire should be targeted at and whether the data will allow two or more groups with different demographic groups to be compared (see Robson 2011:270-277 on sampling) and <http://www.socialresearchmethods.net/kb/sampling.php>. See dedicated discussion thread on course forum*.

Step 3: Considering ethics

How will we handle matters concerning gaining informed consent and confidentiality? Are there any ethical considerations specific to our topic/question that need to be addressed? Do we need to revisit questions? See dedicated discussion thread on course forum.*

Step 4: Pilot

We individually take a copy of the question set and try the questions out with a few friends, colleagues or family members. The purpose here is to test the clarity of the questions.

Step 5: Re-wording questionnaire and adding to BOS

Use feedback from Stage 4 to finalise wording of questions. A member of the group then enters questions into BOS and then we discuss final changes to wording and arrangement of questions, as well as long how the questionnaire will be available. See dedicated discussion thread on course forum*.

Step 6: Selection of potential respondents

We each have to recruit at least 6 people (although the more the merrier) who didn't participate in Step 4 (pilot). We need to consider the demographic comparison identified during Stage 2 and that our group includes adequate representation.

Step 7: Launch!

We launch the questionnaire by sharing the URL with the agreed potential participants.

Step 8: Close and Summary Analysis

The survey closes after the duration agreed during stage Step 5. We then use the BOS Tool to provide a summary analysis. See dedicated discussion thread on course forum*.

Step 9: Sharing findings

We save the summary analysis from Step 8 as a PDF and share it in the Groups Together area of the discussion forum.