

Surveys and Questionnaires

Chapter Checklist

After reading this chapter, you should be able to:

1. Design a survey or questionnaire to answer a research question or test a hypothesis.
 2. Select the survey format (self-report, face-to-face, phone, or online) that will best serve the purpose of the survey.
 3. Select existing or develop appropriate questionnaire items and response sets.
 4. Use open and closed questions appropriately.
 5. Design an uncluttered and easy to read survey.
 6. Pretest the method of data collection.
 7. Collect the data in an honest and ethical manner.
 8. Analyze the data completely and appropriately.
 9. Draw conclusions that do not overstate the limitations of your data or sample.
 10. Present the data to others in an appropriate fashion.
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