BUS 230: Business and Economics Research and Communication
Developing a Questionnaire
Instructor: James Murray

Purpose: Take the first steps in developing your questionnaire, considering the purpose of your project, and your plans for the methodology. In this assignment you will identify variables to include in your project and develop survey questions that measure these variables.

Learning Outcomes:

- LO-2: Recognize and use the appropriate techniques to collect or use survey data to address a research problem.
- LO-2C: Identify sources of respondent and administrative error and develop the ability to construct and administer a survey instrument that minimizes these errors.

Directions: Answer the following questions which will help you figure out what variables you want to include, and how to best write survey questions to measure these.

1. Outcome variables:
   (a) List all possible outcome variables to include in your research project. There are likely multiple variables under a single outcome. For example, academic achievement could be measured with the following variables: cumulative GPA, semester GPA, number of credits accumulated, frequency that you attend/skip classes, etc.
   (b) Write a survey question for two of the outcome variables you listed above. For fixed-alternative questions, do list every possible choice for an answer.
   (c) For each of the survey questions above, identify a potential source for bias.
2. Causal variables:
   (a) List all possible causal variables related to your research question. For example, if you research question is how does eating apples affect health, a causal variable might be apple-eating frequency. It is likely there is more than one way to measure a cause, leading to more than one variable, so list all possibilities.
   (b) Write a survey question for two of the causal variables you listed above. For fixed-alternative questions, do list every possible choice for an answer.
   (c) For each of the survey questions above, identify a potential source for bias.
3. Other explanatory variables:
   (a) List all possible other explanatory variables related to your research question. For example, if you research question is how does eating apples affect health, other explanatory variables include anything that affects health, including other aspects of one's diet, exercising frequency, gender, etc.
   (b) Write a survey question for two of the causal variables you listed above. For fixed-alternative questions, do list every possible choice for an answer.
   (c) For each of the survey questions above, identify a potential source for bias.