

BUS 230: Business and Economics Research and Communication

In-class Exercise: Questionnaire Critique

Instructor: James Murray

Consider the following issues in critiquing each other's questionnaires:

1. Did the survey take too long?
2. Is the data useable? Can questions lead to variables that be quantified, compared, or related to one another?
3. Question format:
 - Are choices in fixed alternative questions too broad?
 - Are there any open ended questions that would be better as fixed alternative?
4. Were all the questions perfectly clear? Were there multiple ways to interpret any of the questions or possible choices? Explain.
5. Were you able to *easily* and *accurately* answer the all the questions? Did you have to "make a best-guess" for any questions?
6. Question order:
 - General questions before specific questions
 - Safe questions before questions on sensitive issues / controversial issues.