Survey
A survey collects information from a sample of units through their responses to questions.

Examples: the American National Election Studies
the Wisconsin Longitudinal Survey
the National Crime Victimization Survey

Questionnaire
A questionnaire...a set of questions...is the central feature of a survey process.

Questionnaire
Types of questions:

open-ended question: without explicit response choices; for explorative purposes or obtaining detailed information.

example: In your opinion, what have been the benefits of the community policing program in your neighborhood?
Questionnaire

Types of questions:

fixed-response question: with explicit response choices; easy to process, less ambiguity

example: Overall, would you say that personal safety in this country has improved since you were a child, gotten worse since you were a child, a stayed about the same?

___ Improved
___ Gotten worse
___ Stayed about the same

Questionnaire

procedures to be considered in designing a questionnaire:

maintain focus: keep your research question in mind

construct questions:

1. Make sure the validity of the questions.
2. The same questions must be used with each person.
3. Avoid confusion: grammar, concise, etc.

In-Class Exercise: Design Your Survey

1. Form a group of 2-5 students.
2. Select a topic of common interest (and your team name!).
3. Develop one research question.
4. Identify variable(s) for the terms in your research question.
5. Construct a measurement for your variable(s).
6. Develop a survey questionnaire.
7. Define the population, the sampling frame, and sampling strategy, and expected sample size.
   (The research design will take about 15-20 minutes.)
8. Present your questionnaire in front of the class and explain your research question, population, sampling strategy, and expected sample size.
   (Presentations and discussions will take about 5 minutes for each group.)
9. Take notes about the comments that you may receive from the TA and/or classmates.
10. Make any necessary modification about your questionnaire based on the comments.
11. Turn in your questionnaire to the professor – this will be the Worksheet for today.