



Design a Questionnaire

| Achieved | Merit | Excellence |
|---|---|---|
| Design a questionnaire. | Design a questionnaire, with justification. | Design a questionnaire, with statistical insight. |
| <u>Justification</u> - Linking components of the investigation process to the context, explaining relevant considerations, and supporting findings with evidence from the experiment. | | |
| <u>Statistical Insight</u> - Integrating statistical and contextual knowledge throughout, reflecting on the process, discussing variation, considering other relevant variables. | | |

Questionnaire Design Process

The components of the questionnaire design process include:

- Clarifying the specific information needs of the survey and the groups who will use the data
- Posing survey questions, considering sources of variation by:
 - Determining relevant variables
 - Determining appropriate measures for each variable
 - Using an appropriate range of question types
- Checking the survey questions by:
 - Carrying out a desk review
 - Conducting a pilot survey(s) including collecting and recording data
 - Refining the questionnaire based on the results of the pilot survey
- Documenting the design process including the draft and final questionnaire

Key Vocabulary

Students are expected to understand and use terms related to questionnaire design, such as:

- | | | |
|-----------------------------------|--|--|
| <input type="checkbox"/> Survey | <input type="checkbox"/> Question type | <input type="checkbox"/> Contextual knowledge |
| <input type="checkbox"/> Variable | <input type="checkbox"/> Desk review | <input type="checkbox"/> Statistical knowledge |
| <input type="checkbox"/> Measure | <input type="checkbox"/> Pilot survey | |