



Design a Questionnaire Checklist

Achievement

I can:

- State the purpose of the questionnaire and the groups who will use the data
- Pose survey questions for an initial questionnaire with relevant variables, appropriate measures, and an appropriate range of question types
- Carry out a desk review to check the initial survey questions
- Conduct a pilot survey, including collecting and recording data
- Refine the questionnaire based on the results of the pilot survey
- Document the design process, including the draft and final questionnaire

Merit

I can

- Provide an overview of the type of data and information the questionnaire will provide, with explanations
- Link the components of the questionnaire design process to the context and explain relevant decisions
- Discuss issues that arose from the desk review and pilot survey, and provide appropriate reasons for alterations made to the questionnaire
- Produce a well-structured final questionnaire with questions appropriate to the purpose of the survey

Excellence

I can:

- Provide a detailed overview of the type of data and information the questionnaire will provide, demonstrating independent research on the purpose
- Integrate statistical and contextual knowledge relevant to the purpose of the survey throughout the design process
- Discuss issues from the desk review and pilot survey with respect to the purpose of the questionnaire, and provide appropriate reasons for alterations, considering possible limitations
- Produce a well-structured final questionnaire with questions appropriate to the purpose, and discuss potential extensions to the purpose with implications for the questionnaire