

Questionnaire Design Activity

The purpose of this activity is to think about how to write good questions on surveys. The focus here is on measuring evaluative questions (i.e., those about a respondent's opinions, attitudes, values, etc.). Each item below is a concept that we might want to operationalize in a survey questionnaire. For each item, generate two (2) possible ways of measuring this concept. Then, weigh the advantages and disadvantages of each approach. For example, you might want to consider any of the following features:

- Is the question easy for respondents to understand? Might the question (or the answer options) require clarification after being read?
- Are the number and types of response options appropriate? Are the categories sufficiently distinct from one another?
- Is a “no opinion,” “don't know,” or “neither support nor oppose” response option available?
- Is one survey item (i.e., one question) sufficient to measure this construct?
- How long does it take to read and answer this question?

Concepts

1. Example: Support for the current Danish government.

Set A

2. Opinion about mass transportation provision in Aarhus municipality.
3. Opinion about one's workplace supervisor.

Set B

4. Opinion toward the European Union.
5. Opinion about quality of education at Aarhus University.

Set C

6. Opinion toward Danish immigration policy.
7. Opinion about quality of social life in Aarhus.

Set D

8. Opinion toward the major political parties in Denmark.
9. Opinion about one's current mobile phone company.

Set E

10. Opinion about preferred level of spending on welfare provision.
11. Opinion about one's last meal purchased at a restaurant.