

U3B-8

Survey Designs

Vocabulary

Closed Question: limited responses available/provided. Easy to quantify, analyze, and collect. Yields more bias.

Open Question: allows for more detailed responses. More difficult to quantify and more time consuming (\$).

**Caution!! open questions should not elicit one word answers!*

Pilot Survey: used on a small number of people to identify the following:

- question ambiguity (what is it asking/poor response accuracy)
- leading questions
- confusion (large number of responses such as 'other' or 'no opinion')
- other data collection problems (is the info collected useful?)

The way a question is worded can generate severely biased responses.

School uniforms should not be required: ⁸ Agree? Disagree?

Standardized dress can promote a productive school environment:
Agree? Disagree?

How can we write an open and closed question regarding the use of cell phones in school? What are different ways to write a closed question (think set up/'presentation')?

Complete Worksheet

For #3 (QUIZ GRADE) you MUST include thought on:

Price

Usefulness of information

Bias

Accuracy

Participation