



checklist

- Before you begin to write out your questionnaire, careful planning is required. Initially, think about the target population within your study and the best mode to reach them with.
- Be sure to thoroughly check previous research to see if questions already exist to measure your variables of interest. As a general rule, it is better to use tried and tested measures, especially if they have been used across many different questionnaires.
- Be sure to take extra special care with question wording. In doing so, be sensitive to how your target audience will interpret each question and ask yourself whether different people might interpret the same question differently.
- While open-ended questions are sometimes desirable, the vast majority of questions are closed-ended to avoid a subjective and biased coding of responses. Be sure to use a variety of different types of response categories to keep the respondent interested.
- Don't forget to take care over presentational issues and make sure you trial your questionnaire through a pilot. This will ensure that any errors or potentially ambiguous questions are corrected before carrying out the fieldwork.



project

Design a questionnaire testing the hypothesis that 'the main reason that undergraduate students in the UK go "clubbing" is to become intoxicated'. You will need to think about the following, whilst always bearing in mind issues of sampling, your population and ethical concerns:

- the best mode of delivery
- the different variables that you will need to include
- the types of questions you will be asking and how these will help in your analysis
- the appropriate response categories and wording for your questions
- the length and layout of your questionnaire.