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CertHE Skills for the Workplace

BMSK4003

Digital Skills and Research Methods

Session 6

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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Objectives of session:

- recall the concept of primary research (from session 1);
- recall the key elements of questionnaires (from session 1);
- identify different question types;
- discuss different question types.

Primary Research

- This is original research.
- Primary research involves designing and carrying out bespoke surveys, interviews or focus groups.
- What are the dis/advantages of this type of research?

Questionnaires – Delivery

May be delivered in different ways:
self completion (e.g. online or postal);
telephone;
face to face.

It is important to explain the purpose of the survey to the participants and to confirm their consent. Why / How?

Questionnaires - Information

May seek to discover any of the following types of information:

factual;

behavioural;

opinion based;

attitudes;

beliefs.

Questionnaire Design

Good design:

- respondent knows exactly what to do;
- clear, neat, attractive layout;
- questions ask what is needed – no more, no less;
- polite and professional tone.

Poor design:

- too long;
- inappropriate layout or language.
- ambiguous.

Question Types

(1) Open questions

List up to three things that you like about your job:

1.....

2.....

3.....

Adapted from Saunders *et al.* (2009)

Question Types

(2) List questions

What is your religion? ✓ the appropriate box.

Buddhist

☐

None

☐

Christian

☐

Other

☐

Hindu

☐

Jewish

☐

Muslim

☐

Sikh

☐

Adapted from Saunders *et al.* (2009)

Question Types

(3) Category questions

How often do you visit the shopping centre? ✓ as appropriate.

- ☐ First visit
- ☐ Once a week
- ☐ Less than fortnightly to once a month
- ☐ 2 or more times a week
- ☐ Less than once a week to fortnightly
- ☐ Less often

Adapted from Saunders *et al.* (2009)

Question Types

(4) Ranking questions

Number the factors listed below in order of importance when choosing a new car, with 1 being the most important and 4 being the least important.

<i>Factor</i>	<i>Importance</i>
<i>Carbon dioxide emissions</i>	[]
<i>Boot size</i>	[]
<i>Depreciation</i>	[]
<i>Price</i>	[]

Adapted from Saunders *et al.* (2009)

Question Types

(5) Rating questions

For the following statement ✓ the box that matches your view most closely.

Agree Tend to agree Tend to disagree Disagree

I feel employees' views have influenced the decisions taken by management

☐☐☐☐

Saunders *et al.* (2009)

Question Types

(6) Quantity questions

What is your year of birth?

1	9		
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For example, for 1988 write:

1	9	8	8
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Saunders *et al.* (2009)

Question Types

(7) Likert Scales

- Statements are written indicating an attitude toward a topic.
- Statements are listed with a space for the respondent to indicate her/his degree of agreement.

Likert Scale Example

Directions: Indicate to what extent you agree or disagree with the statements listed below by circling one of the following:

SA means that you strongly agree with the statement (value = 5)

A means that you agree with the statement (value = 4)

U means that you are undecided about the statement (value = 3)

D means that you disagree with the statement (value = 2)

SD means that you strongly disagree with the statement (value = 1)

Item	Rating				
Government has no business funding child care programs.	SD	D	U	A	SA
Child care should be supported by federal, state, and local tax dollars.	SD	D	U	A	SA

Exercise

- Discuss the relative pros and cons of the different question types.