

9 Questions

Critic these example questions

NB. These questions are not linked. They are not intended to represent a complete survey.

1. How old are you?

Under 20
18-21
21-33
33-50
50-65
65 and over

2. How much do you earn?

3. How much do you drink per day?

Less than 1 unit
5-10 units
More than 10 units

4. Have you committed a crime in the last 12 months?

Yes
No

5. Do you spend a lot of time watching television?

Yes
No

6. Do you feel influenced by your peer group?

Yes
No

7. Do you find your job satisfying?

Yes
No

8. 'Everybody knows that equality for women is unnatural nonsense.'

Agree
Disagree

9. Nuclear weapons should be scraped.

Very strongly agree
Strongly agree
Agree
Disagree

Suggested Answers

Question 1.

- a. Categories are not even (3 years between 18-21 and 12 years between 21-33). Categories need to reflect what we are trying to find out.
- b. Categories overlap. A person could be in two categories (e.g 21 year olds).

Question 2.

- a. This is a sensitive issue – people don't like to say how much they earn. Better to provide a categories that offer a range such as \$50000 - \$60000; \$60001 - \$70000.
- b. It is also ambiguous. Are we asking for hourly, weekly, monthly, yearly income; before or after tax income; or, income derived from all employment or primary employment

Question 3.

- a. Categories are too restrictive. What about people who do not drink?
- b. Use of technical term. Not everyone will know what a unit means.

Question 4.

- a. Ambiguity. What is meant by the term 'crime'?
- b. Not everyone would answer this question. Would need to use a series of questions or even another means by which to get an answer to this question.

Question 5.

- a. Vague – 'a lot' needs to be defined. Better to use category choices.

Question 6.

- a. Specialised term. Respondents may not know what 'peer group' means.
- b. Ambiguity. Respondents may not agree upon the meaning of 'influence'.

Question 7.

- a. Categories are too restrictive. What about respondents who *sometimes* find their work satisfying.
- b. Presumption. Implies that all respondents will have a job.

Question 8.

- a. Bias. Uses emotive ('unnatural nonsense') and suggestive ('everybody knows') language that implies the writer is correct which could influence some respondents.

Question 9.

- a. Leading question. The extra agrees implies that agreement is the right answer.
- b. Unhelpful distinction. In the analysis of this data there is little to nothing gained from asking 'very strongly' and 'strongly'.
- c. Mis-spelling of "scrapped". It is definitely not advisable to consider "scaping" a nuclear warhead!
- d. Bias. Even if the spelling had been correct the term 'scrap' implies 'rubbish' which may influence some respondents to agree with the proposition.