Questionnaire Queries

You need: a computer spreadsheet program (optional), classmates

ACTIVITY

The students in Room 8 at Motutapu School want to start a school radio station. The principal suggests that they investigate the radio-listening habits of the students and then come back to her with evidence that the students would listen to a school radio station.

The students in Room 8 decide to ask all the students in the school to respond to a questionnaire. Their teacher tells them that creating a really good questionnaire takes time and thought.

> Before you decide on your final survey questions, why not trial them on a few students? If they don't understand the meaning, you can refine the wording before you print the questionnaire.

1. How useful would the responses below be if you asked "Do you listen to the radio?" Discuss with a classmate.

> I listen to different stations in the morning and after school.

> I listen to National Radio in the mornings – 'cause that's what my dad listens to when he drives me to school.

> I don't have a radio.

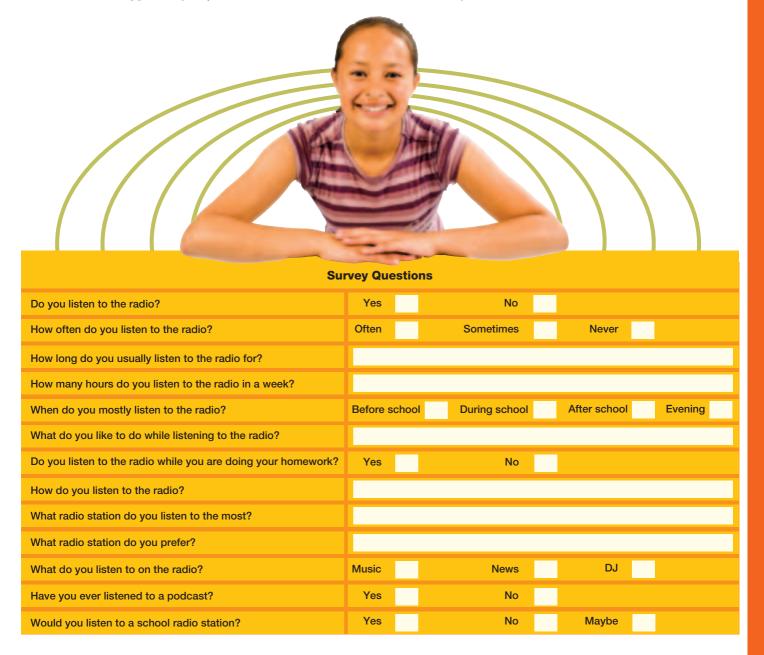> I listen to podcasts I download from the Net.

> We don't get very good reception at my house.

> I listen to this strange station I found on the Internet. I don't know its name.

2. With a classmate (or as a class), discuss, clarify, and reach agreement on the information or evidence the principal would need in order to make her decision.

3. Discuss with a classmate which of the following would be appropriate survey questions. Suggest any improvements that would invite consistently useful answers.

Survey Questions				
Do you listen to the radio?	Yes ☐	No ☐		
How often do you listen to the radio?	Often ☐	Sometimes ☐	Never ☐	
How long do you usually listen to the radio for?				
How many hours do you listen to the radio in a week?				
When do you mostly listen to the radio?	Before school ☐	During school ☐	After school ☐	Evening ☐
What do you like to do while listening to the radio?				
Do you listen to the radio while you are doing your homework?	Yes ☐	No ☐		
How do you listen to the radio?				
What radio station do you listen to the most?				
What radio station do you prefer?				
What do you listen to on the radio?	Music ☐	News ☐	DJ ☐	
Have you ever listened to a podcast?	Yes ☐	No ☐		
Would you listen to a school radio station?	Yes ☐	No ☐	Maybe ☐	

4. With a classmate, design a survey that uses and/or improves the questions above together with any other questions you think it would be helpful to ask.

5. a. Trial your survey on several classmates and then collate their responses on a spreadsheet.
   b. Examine the usefulness of this data. Did the survey questions mean the same thing to each classmate? Do the responses provide the information that the principal is likely to want? If necessary, revise your questionnaire.

Focus   Designing surveys