

Preface

Tasks **6-1** and **6-2** are a means of quality assurance targeting the high-level design of the survey. Therefore, this practice sheet is about the *idea* of the survey and *not about the details* of its implementation (such as graphical layout and formulation of individual questions). The *questionnaire* is “only” the instrument of the survey, and will be the topic of next week’s exercise sheet.

On 2018-05-21, you were assigned to **test groups** which are orthogonal to the survey groups. Tasks that are to be worked on by your whole test group are marked with the icon  (for comparison, the survey group icon was: .

Task 6-1: Peer-review survey design

due on 2018-05-24, 10pm

a)  **Individually**, take a look at the wiki-page of the survey project your *test group* is assigned to (see KVV for Wiki for all groups) and review the *survey design*. Pay attention to the following aspects:

- Is the overall goal of the survey clear?
- Is the target group described (briefly)?
- Is the research question clearly formulated?
- Do the authors explain how they plan to obtain a high number of participants and a good return rate?
- With regard to the linked first version of their questionnaire: Is it clear how the questions relate and contribute to the stated research question?

b)  In your **test group**, collect all individual observations, discuss the discrepancies, and provide *constructive* feedback to the survey’s authors in the KVV forum. Create a new thread in the Topic “Sheet 06” and make sure the thread’s title mentions the title of the corresponding survey.

Remember: You will also receive feedback from your class mates, so aim for a level of clarity and objectivity you would like to find in your own inbox.

Important: Your class mates need your feedback for working on the next task. Please make sure you send it to them *before* Thursday, 2018-05-24, 10pm.

Task 6-2: Revise own survey design



Note: This task can only be started once the test group assigned to your survey has provided its feedback.

In your **survey group**, improve your survey design based on the feedback provided by your class mates. Make sure you understand each point of criticism before duly changing your design. If in doubt, feel free to ask your reviewers in the KVV forum.

As for the KVV assignment, please compile a summary of how the feedback you received was reflected in your survey design (or not).