

## CHAPTER 12

# USING QUESTIONNAIRES AND SCALES

### LEARNING OBJECTIVES

At the end of this chapter the student should be able to:

- Design questionnaires and scales for different research projects.
- Discuss and explain the issues of validity and reliability in relation to questionnaire and scale design.

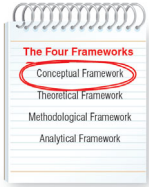
### RESEARCH SKILLS

At the end of this chapter the student should, using the exercises on the accompanying online platform, be able to:

- Design a questionnaire for a given research project.
- Design a scale for a given research project.
- Name and explain three different scaling techniques.

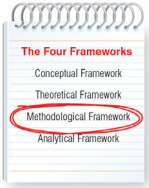
The aim of this chapter is to explain the use of questionnaires and scales in data gathering. Questionnaires and scales are structured means of data gathering and they are used a great deal in quantitative research. Quantitative research produces quantitative data, which are numerical data or data that can readily be converted into numerical form. Qualitative data can be gathered with questionnaires, through the use of open questions. This chapter explains how to create questionnaires and scales, and when and how to use questionnaires and scales in a research project.

# RESEARCH DIARY ACTIVITIES

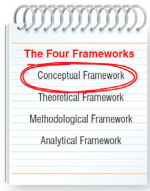


## ACTIVITY 12.1

In your research diary, make a list of all of the questions/issues you intend to explore in your research project. As you develop this list, keep a copy of your research statement/question to hand and refer to constantly. This will help ensure that you maintain a correct focus in your research.

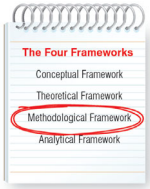


**ANSWER:**

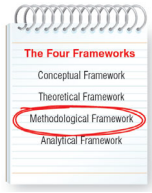


## ACTIVITY 12.2

From the list of all of the questions/issues you want to explore in your research project, develop a new list of the questions/issues you will explore in your research project. As you develop this list, keep a copy of your research statement/question to hand and refer to constantly. This will help ensure that you maintain a correct focus in your research.



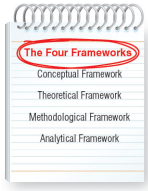
**ANSWER:**



## ACTIVITY 12.3

From the list of questions/issues you have made in your research diary, develop a questionnaire to use in the research project. Decide what questions to ask in the questionnaire, what format to use for the questions, what kinds of responses to allow, and in what order the questions will be asked. Then write/create a first draft of the questionnaire.

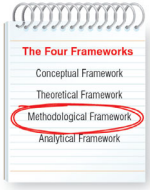
**ANSWER:**



## ACTIVITY 12.4

Read the end-of-chapter case study and then carry out the research diary exercise in relation to quantitative and qualitative analyses of data outlined at the end of page 345. Then carry out the exercises outlined in the four bullet points at the end of the page.

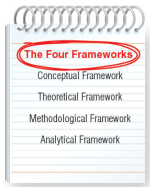
**ANSWER:**



## ACTIVITY 12.5

In your research diary, name and explain three different scaling techniques and then, selecting one of those scaling techniques, design a scale for use in your research project.

**ANSWER:**



## YOUR RESEARCH DIARY

*Please use this section to start your own Research Diary and keep accurate records of your research as it progresses*

**DATE:**

**RESEARCH ELEMENT/ASPECT:**

*Detail the topic or section of research being undertaken*

**SOURCE:**

*Record website addresses, book citations, library references, contact details etc.*

**SUMMARY:**

*Reflect on your experiences, thoughts, ideas and developments*

**NOTES:**

*Make general notes on your research, for example questions for further reflection and/or investigation, your thoughts, your observations and plans for future research.*