



## Surveys: questionnaire design

### This activity will help you to...

- Consider factors that affect the validity of questionnaire data
- Identify and improve poor questionnaire design

### Ask a silly question...

Fakedata & Fraud have put together a questionnaire to find out about attitudes to drinking alcohol and underage drinking amongst a sample of 14 to 15 year-old school pupils. They did it in a hurry, however, and weren't really thinking properly. Consequently, it is unlikely to elicit valid data. Have a careful look at their questionnaire design and highlight the problem areas.

#### Underage Drinking Questionnaire

Name \_\_\_\_\_

Address \_\_\_\_\_

Age \_\_\_\_\_ Sex \_\_\_\_\_

How often do you drink alcohol?

\_\_\_\_\_

How many units do you drink a week? \_\_\_\_\_

Do you binge drink? Yes No

Why do you drink alcohol?

- (1) because it's fun to get drunk
- (2) because all my friends do it
- (3) because it makes me confident
- (4) other

Do you understand the health risks of drinking and why do you still do it?

- Identify some flaws with the questionnaire and explain how they might affect the validity of the data.
- How could the questionnaire be redesigned to avoid the problems you have identified?
- How might a pilot study have helped Fakedata and Fraud to improve the design of their questionnaire?