

UNIT 6: RESEARCH TOPICS IN MY FIELD

LESSON 3: CREATING A QUESTIONNAIRE

Lesson aims:

- Improve a questionnaire
 - Understand what types of questions to use in a questionnaire
 - Consider the relation between university education and future work expectations
 - Use the correct expressions to talk about surveys and questionnaires
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Lead-in

1. Match the two halves of the following collocations:

<input type="text"/>	1. answer	a) helpful feedback
<input type="text"/>	2. give	b) an honest opinion
<input type="text"/>	3. discuss	c) the survey data
<input type="text"/>	4. ask for	d) an interesting idea
<input type="text"/>	5. carry out	e) a long questionnaire
<input type="text"/>	6. analyze	f) a detailed survey

2. Discuss the following questions in pairs or small groups:

- Have you ever answered a questionnaire? For student satisfaction, market research, student wellbeing services, or something else?
- How easy was it to complete the questionnaire? How long was it?
- Have you ever given feedback for a service? What was the service? Did you give the feedback online? Did you give feedback as a questionnaire?
- Why are surveys or questionnaires carried out?
- Have you ever participated in analyzing survey results? Do you think you will do this in the next few years?

Reading

1. *Before you read the text below, consider these questions. Compare what you think with a partner.*

- a) *How can you get information about people?*
- b) *Why do researchers collect data from people?*
- c) *What is easier to answer, simple or complex questions?*

Questionnaires are an effective research tool for efficiently collecting data. They play a crucial role in social science research, market research, employee satisfaction assessments, and feedback collection, (1) Their purpose in research is to systematically collect data for analysis and conclusions.

In essence, a questionnaire is a research tool that gathers quantitative or qualitative information from respondents through a series of questions or prompts. They often consist of open-ended and closed questions to diversify the information gathered.

Concerning the formulation of questions, most questions should be closed questions or questions with one-word answers. (2) , which make the answers easier to analyze. It is best to make questionnaires as short as possible. This encourages people to participate, answer the questions, and take part in the research.

Before constructing the questionnaire, the researchers should have clear aims for their survey or study. Additionally, (3)

Usually, the first item on the questionnaire will get information about the respondent. (4), researchers can stop the questionnaire. Questionnaires are used within surveys to collect data from respondents, making them a component of the broader survey process.

2. *Place these phrases into the numbered spaces in the text. There is one extra phrase.*

- a) they need to focus on creating longer questions
- b) offering a versatile method for obtaining detailed information from respondents
- c) the researchers need to set their research objectives
- d) This means there will only be a few possible answers
- e) If the person answering the questions does not fit the profile

3. *Answer the questions about the text in pairs.*

a) In which areas are questionnaires especially important?

.....

b) What is the essential definition of a questionnaire?

.....

c) Why is it best to have closed questions?

.....

d) Why is it a good idea to start a questionnaire with a question about the respondent?

.....

Listening

1. *Before listening, quickly read about these three question types. Work with a partner and answer these questions:*

a) What is your experience with these types of questions?

b) What are the advantages of working with these types of questions?

What are closed questions?

Closed questions are those that offer a limited set of pre-defined answer options, restricting responses to a specific category, such as "yes" or "no", or a selection from a list.

What are multiple choice questions?

Multiple choice questions are a type of assessment item that presents a question or statement followed by a list of possible answers

What is a Likert scale?

A Likert scale is a rating scale commonly used to measure opinions, attitudes, or behaviors. It's a type of rating scale that uses a series of statements or questions, along with a range of answer options, typically with a neutral midpoint (e.g., *strongly disagree, disagree, neutral, agree, strongly agree*). Respondents choose the option that best reflects their level of agreement or disagreement with the statement or question.

2. *Listening. You will hear a talk about questions for a questionnaire. Fill in the notes with the information missing. You need to complete each space with one word.*

Notes on the talk

Closed questions give us data

Closed questions have answers.

We can present the data in accessible

It's a bad idea to express an in the question. The questions should be The language should be and standard.

Only ask for one piece of in the question. Don't create confusing questions that ask for things.

3. Consider the following situation:

A graduate student wants to create a questionnaire about students' impressions of their preparation for future jobs. How are their studies preparing them for the work world?

- Look at the preliminary version of the questionnaire created by this graduate student.
- Work with a partner. Consider what you know about creating a questionnaire.
- Would you make any changes to the questionnaire? What changes would you make?

Questionnaire

1. How old are you?
2. When do you expect to graduate?
3. What is your major?
4. Why did you choose your major?
5. How happy are you with your major and would you recommend it?
6. Do you agree with this statement? My major is preparing me for work in its area.
7. Do you agree with this statement? My major is valuable to our society.
8. What do you think your work situation will be after you graduate?
9. Will you continue your education and will it be in a different area?

Final Lesson Task

1. Create your own eight questions for a questionnaire about a **topic of your choice**. You can include **different types of questions** and use the ones above to inspire you.



Important: You will use this questionnaire to get information from your classmates in the next session (Final Unit Task).

Questionnaire	
1.
2.
3.
4.
5.
6.
7.
8.

Exit Ticket

Can you do these things?

	I can improve a questionnaire
	I can understand what types of questions to use in a questionnaire
	I can consider the relation between university education and future work expectations
	I can use the correct expressions to talk about surveys and questionnaires

My Top 5 Words from this lesson:

1	
2	
3	
4	
5	

Homework: Self-study

[90 minutes per week]

1. **Online practice:** Question forms
<https://learnenglish.britishcouncil.org/grammar/a1-a2-grammar/question-forms>