Thought paper #6 - - Poorly worded survey questions.

For this thought paper, the goal is to identify bad survey questions, discuss why they are bad, and offer ways they can be edited to make them decent.

To do this, find a survey online. Finding a survey online is easy especially is the day of endless political surveys. You don’t have to pick a political survey – that is just one example.

**\* \* \* \* DO NOT GOOGLE ‘BAD SURVEY’ TO GET YOUR SURVEY. IT MUST BE A LEGITIMATE SURVEY THAT IS BEING FIELDED \* \* \* \***

To begin, describe the survey you found, where you found it, and its purpose (I should be able to find the same survey with your information).

Next, from that survey, identify three bad survey questions. They may be bad given the question itself, and/or the response categories used.

Describe, using the information provided in the chapter from R&H and from Dillman (described in R&H) *why* those questions/response categories are bad. What sort of data can be collected from the questions/response categories as they exist. Next, describe how you would edit each of the questions to make them decent survey questions/response categories. Identify why this would produce better data.

It is important you tie this to the information in the chapter as well as the associated lecture.

Be sure to turn in screen shots of the bad survey questions/response categories so I can enjoy the horror of it myself.