

Kara

Write a Questionnaire

Little Quick Fix

After interviews, the most common data collection instrument undergraduates turn to is a short survey. This requires them to write a questionnaire. Sounds easy – it's not! This LQF teaches the art of open and closed questions, how to prompt higher response rates, when and how to use basic Likert scales, and everything else you need to know to get the most out of your questionnaire. A good questionnaire makes all the difference to getting data you can work with and poor research skill here lowers grades.

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