Task 5-1: (Validation and improvement of questionnaire)

Last week you split into test groups and were then assigned to survey groups. You agreed on a time schedule and deadlines for the test assignment and corresponding report.

5-1 a) Task for you and your survey group: Formulate a test assignment in cooperation with your survey group containing at least:

- The research question and possibly a short explanation
- Mentioning and short description of the target group
- A link to the questionnaire
- Reminder of the deadline for the report to be sent back

Send your test assignment as email to all members of your test group and tutor (CC) before the deadline.

5-1 b) Task for you and your test group: Individually look at the questionnaire and take notes as to the following questions:

- Have all questions been formulated clearly?
- Are the layout and instructions helpful?
- Is the granularity for the answers suitable? (i.e. categorically or numbers where possible and free text where necessary; categories which are neither too rough nor too fine)
- Can the participants indicate if certain questions do not apply etc.?
- Does the survey have a clear focus and suitable priorities?
- Do you expect this questionnaire to yield interesting results?

Collect your team’s observations, discuss the discrepancies and prepare an overall result. Send a joint report to all members of the survey group and tutor (CC) before the deadline.

5-1 c) Task for you and your survey group:

After receiving the report revise your questionnaire by emphasizing its strengths and minimizing or avoiding its weaknesses.

- Note down questions and problems for the next tutorial. You should consult the reviewers orally in it.
- Outlook: In the next tutorial, you should know about the remaining changes that are necessary and therefore be prepared for the last pilot tests.

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1 An offline questionnaire is also possible if needed. Talk to the tutor early.