Task 11-1: Final report

Write a final report on your survey with the help of your notes. The report needs to have the stated structure and contain the following information:

Topic:
- Research question: description, justification of the relevance and motivation
- Naming and explanation of your hypotheses
- Dissociation from further research questions in this respect and possible empirical method to be used

Design and Implementation:
- Description of the most important considerations for the questionnaire's design (incl. discussion of problems): Formulation of the questions, order, scaling types, relevance as to the hypotheses
- Short description of the recruitment method for participants, including the original text of your recruitment letter and a characterization of your target group

Analysis:
- Description of the approach for the data's validation and analysis, explanation of important scripts used
- Description of the considerations and results of the search for statements and correlations; possibly with quantitative (interim) results and/or graphic visualizations.

Evaluation:
- Summary of the most important insights from the analysis and answer to the research question with respect to the hypotheses.
- Description of the threats to validity and the survey's shortcomings as well as evaluation of the reliability and relevance

Reflection:
- What have you learned or become aware of in this project with respect to: choice of research question, draft and composition of the questionnaire, recruitment of participants and implementation, data collection, evaluation and drawing of conclusions?
- Evaluate your approach in view of the general approach for empiricism (lecture 41)

The report does not need to be sophisticated in its formulation (you may partly also use lists/notes), but should have a crystal-clear structure (including TOC) and contain all significant information. Further formal requirements are:

• You need to add the questionnaire as attachment to the report and should, wherever necessary, refer to it.

• It should be possible to assign each part of the text (it is recommendable to use chapters or at least several coherent paragraphs) to one particular person (you may use initials).

• Approximate size: 1500 to 2000 words (ca. 8 pages).