

**Soc.355**

Discussion Exercise #09

**Questionnaire Analysis**

Note Taker:

Group Members: (5 pts.each)

Your team's questionnaire is the measurement tool that is going to produce all the quantitative data you will use to address the research questions of your project. Given the importance of your questionnaire, you should be absolutely certain that you have included questions on all areas on which you may need data. Further, you should know what specific information relevant to your research questions that each questionnaire item will provide and how that information will be used in your SPSS data analysis.

Accordingly, you should design your questionnaire in a systematic manner, organizing it into different **sections** in which the items have a common coherent theme. Each questionnaire item becomes a variable in your SPSS data set.

For example, all questionnaires will have a demographics, or background, section. In this section you might ask questions about respondents' age, sex, religion, income, occupation, college class standing, etc. In you would typically use these background factors as independent variables. In your analysis, for instance, you might test the hypothesis that the respondent's sex (indep.var.) affects their college grade point average (dep.var.). To test this in SPSS you would conduct an independent groups t-test, using "grade point average" as your test variable, and "sex" as your grouping variable.

You would also have a series of sections that include items on your dependent variables (e.g., opinions, habits, behaviors, etc.). Again, each item should relate to the hypotheses you plan to test or provide information that would provide more complete understanding of the sample of subjects you are using in your study.

In designing each item in your questionnaire, the format you use for possible responses should allow you to collect the most detailed and precise information you think you may need in analyzing your data. For example, on an opinion item it will be more useful in your analysis to provide a range of responses (e.g., "strongly agree" to "strongly disagree") rather than simply "agree" or "disagree." **Remember:** You can always collapse your data, but you can't expand it.

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The objective of this exercise is to systematically **analyze your questionnaire** as a whole, and each item individually, to make sure it will collect all the data you need for your SPSS analysis.

1. Describe the **general objective** of your research study and your **main research questions**:
2. State each **hypothesis** you plan to test in your study:
3. Identify each **section** of questionnaire items you will include:
4. For each **section**:
  - (a) describe the information you will collect with each item
  - (b) how the information from each item will help you answer your research question(s)
  - (c) what data comparisons will be made to address specific hypotheses or research questions