

SOC 281 Lab Assignment 8 | Due Nov. 12 & 13

This assignment **must be typed**.

Your task is to create a survey questionnaire. You should have two drafts of your questionnaire in total. Your questionnaires need to have survey items with response sets. You need to select one of the following five topics for your survey (circle your choice):

- *Interest in the 2016 presidential election*
- *Opinion on smoking on college campus*
- *Privacy in social media usage*
- *Alcohol consumption and academic performance*
- *Involvement in MSU athletic events*

1. *Writing your questionnaire:* Once you have selected a topic, you need to create a survey questionnaire to administer (you need to include response options). You will be studying how your topic relates to the following demographic characteristics: race/ethnicity, gender, and age. You need to include at least one item each about race/ethnicity, gender, and age. In total your questionnaire needs to have ten (10) items. Write in your first draft of your 10-item questionnaire below.

2. *Pre-testing your questionnaire:* Administer your questionnaire to five people of your choosing.

3. *Reflecting on your pre-test:* Based on your pre-test, explain in about one paragraph (4-5 sentences) what you learned and how your questionnaire could be improved.

4. *Revising your questionnaire:* Rewrite your questionnaire based on the findings from your pretest. Write in your second draft of your 10-item questionnaire below. Identify the level of measurement of each item.

5. *Going larger scale:* If you were to administer this survey on a larger scale, which method would you use (mail, group, phone, in-person, or web-based) and why? (2 sentences)