Theme 08: Data Collection

Questionnaire design task

You are going to write a questionnaire for a research project investigating organic food consumption. The research questions are listed below:

1. *What are some of the positive and negative attitudes towards organic food?*
2. *What are the main barriers to influencing organic customers’ behaviour in Glasgow?*

**Task 1: Brainstorming what information you need**

With a partner, underline the keywords of each research question, then brainstorm what you need to find out.

|  |  |  |
| --- | --- | --- |
| Research Question | Keywords | What do we need to find out? |
| 1 |  |  |
| 2 |  |  |

**Task 2: Designing the questionnaire**

You are now going to plan a questionnaire. Choose one of the research questions and design 3-5 questions suitable for a questionnaire.

**Task 3: Data collection pilot**

Ask 5 member of the class to complete your questionnaire.

**Task 4: Forming conclusions and evaluating whether you have met your research aims:**

Look at the information you have collected. What conclusions can you make based on the data? To what extent can you answer the research question?

**Task 5: Your turn!**

Repeat the steps above for your research questions and begin drafting a questionnaire.

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