

# KNOWING YOUR AUDIENCE

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## How to write a sample survey:

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Below is a sample poll that helps to illustrate using **Qualitative vs. Quantitative** questions.

Write a questionnaire of 10-20 questions, which surveys students' attitudes towards your **subject**.

You should include mostly **QUANTITATIVE** questions, though be sure to include at least two **QUALITATIVE** questions. The questions should be clear and simple. In order to make your survey easy to follow, create questions using the following formats:

### QUANTITATIVE QUESTIONS:

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*These types of questions' answer are easier to answer and easier to tabulate.*

#### **Yes/No Questions:**

I use my cell phone during the school day. YES NO

#### **Multiple Choice:** Circle the most appropriate response:

I text my friends throughout the school day.

A) NEVER      B) SOMETIMES 1-3 times per week      C) ALWAYS (every chance I get)

#### **Likert Scale (or rating scale) –usually with 5 degrees:**

Circle what best describes your feelings: I feel like teachers do not care that I use my cell phone during the school day.

1 Never      2 Rarely      3 Sometimes      4 Most of the Time      5 All the time

## QUALITATIVE QUESTIONS:

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*Emotional responses are desired. Create lines/space so that your subject may answer briefly.*

- How do you feel when a teacher takes your cell phone during the day?
- Describe how you feel when you have no access to technology.
- When is OK to use your cell phone during the school day?
- How do you feel about using social media?
- Describe how you use use social media - Facebook, twitter, instagram.

## FORMATIVE ASSESSMENT - IN SMALL GROUPS:

Assume that you are to conduct a survey at your school on some issue of interest to students, such as use of social media. Write your ideas about the following:

- The means you will use to ensure that your polling sample is fair:
- Three useful, well-phrased questions you would use in your survey: