

# Study design and survey development

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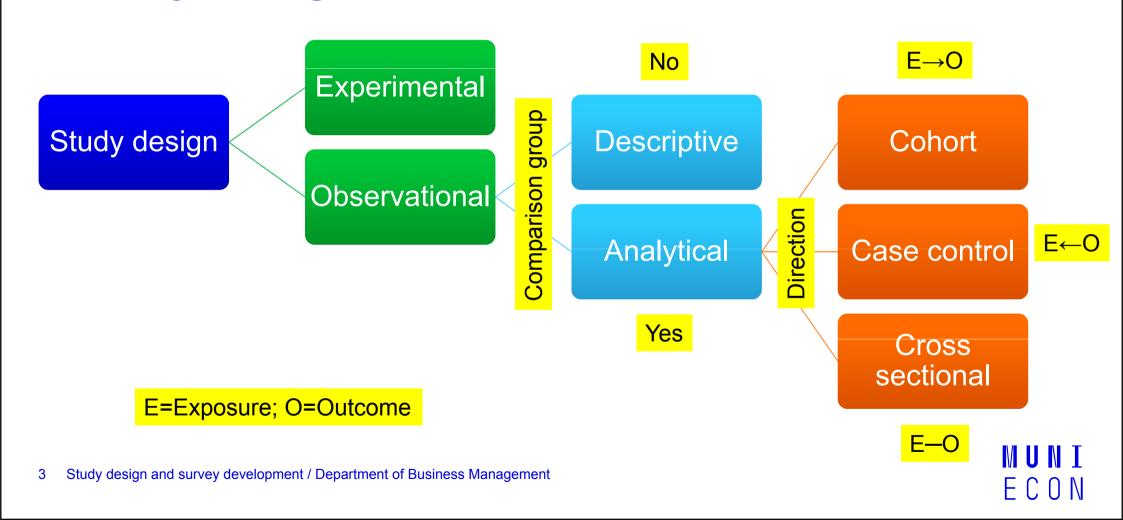
Study design and survey development / Department of Business Management

## **Agenda**

- Study design
- Survey development
- Group work/presentation



### Study design



## Survey development

#### Structure

- Title
- Brief introduction
- Professional contact information
- Survey
- Thank you

#### Questions

- Open-close ended
- Level of agreement (Linkert scale)
- Multiple choice
- Rank response (1-5)



#### Achieve

- Creativity
- Plain language
- Font size
- Format consistently
- Content and phrasing

#### Avoid

- Response bias
- Double barrelled questions
- Leading questions
- Jargon



Dichotomous	A question with two possible answers	In arranging this trip, did you personally phone American?
Districtorriodo	question mai une peccione anomore	Yes No
Multiple choice	A question with three or more answers	With whom are you traveling on this flight?  ☐ No one ☐ Children only ☐ Spouse ☐ Business associates/friends/relative ☐ Spouse and children ☐ An organized tour group
Likert scale	A statement with which the respondent shows the amount of agreement/disagreement	Small airlines generally give better service than large ones.  Strongly Disagree Neither Agree Strongly disagree agree nor agree disagree  1 2 3 4 5
Semantic differential	A scale connecting two bipolar words. The respondent selects the point that represents his or her opinion.	American Airlines  Large Small  Experienced Inexperienced  Modern Old-fashioned
Importance scale	A scale that rates the importance of some attribute	Airline in-flight service to me is  Extremely Very Somewhat Not very Not at al important important important important 1 2 3 4 5
Rating scale	A scale that rates some attribute from "poor" to "excellent"	American in-flight service is Excellent Very Good Good Fair Poor 1 2 3 4 5
Intention-to-buy scale	A scale that describes the respondent's intention to buy	If an in-flight telephone were available on a long flight, I would Definitely Probably Not sure Probably Definitely buy buy not buy not buy 1 2 3 4 5



## **Questions?**





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