

Exercise 7b

Problem Cause Data Collection – Surveys

Name: _____

Date: _____

Instructions:

1. Use the problems from either Exercise 6a Brainstorming or 6b Brain-writing.
2. Create survey and record in table provided.

Steps

1. Clearly define the objective of the survey and how the data will be collected.
2. Determine what information is required to achieve this objective.
3. Decide how the survey will be conducted:
 - a. Written – mail, fax, email, internet...
 - b. Verbal – phone, in person...
4. Develop the questionnaire, keeping in mind issues such as type and sequence of questions, understandability, language, grouping of questions, brevity and so on. (Utilize table provided and/or additional sheets as needed.)
5. Test the questionnaire to ensure that all questions are easy to understand and can measure what they are intended to.
6. Identify the samples of respondents.
7. Perform the survey according to the chosen approach.

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Problem Cause Data Collection – Surveys

Survey

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the collection of survey data.