7.10 Self-Report Techniques: Questionnaire and Interview Design: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Explain briefly what is meant by a leading question and give an example of a leading question about exercise habits that should be avoided in a questionnaire.

(Total for Question 1 is 2 marks)

2 A questionnaire item reads: "Do you often waste time on your phone instead of studying?" as part of a student study habits survey. Identify the problem with this wording and suggest an improved version, explaining why your version is better.

(Total for Question 2 is 3 marks)

3 Critique this questionnaire item for measuring anxiety before exams: "Rate how anxious you feel on a scale from 1 to 5, where 1 is not anxious at all and 5 is extremely anxious." Identify one strength and one limitation, and explain each.

(Total for Question 3 is 4 marks)

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Mark scheme · 7.10 Self-Report Techniques: Questionnaire and Interview Design: 10-minute Pack

Question 1

defines leading question: wording that suggests a particular answer or contains the desired conclusion, biasing respondents towards that answer **B1**

gives an example leading question about exercise, e.g. "You exercise regularly to stay healthy, don't you?" **B1**

Answer: A leading question suggests a preferred answer and biases responses. Example: "You exercise regularly to stay healthy, don't you?"

Question 2

identifies the problem: the question is leading/loaded, it presupposes that the respondent wastes time and encourages agreement **M1**

suggests an improved neutral wording, e.g. "How often do you use your phone during planned study time?" with response options Never, Rarely, Sometimes, Often, Always **A1**

explains why the new wording is better: it removes bias and provides neutral response options that can be quantified **A1**

Answer: Problem: the item is leading and loaded by assuming respondents 'waste time'. Improved version: "How often do you use your phone during planned study time?" with options Never, Rarely, Sometimes, Often, Always. This is neutral and allows quantification.

Question 3

identifies a strength: the single 1 to 5 Likert-type item is quick to complete and produces ordinal data suitable for summary statistics **M1**

explains why this is a strength: it increases response rate and ease of analysis, facilitating comparisons across participants **A1**

identifies a limitation: a single-item scale may lack construct validity and depth, failing to capture different components of anxiety **M1**

explains why this is a limitation: it cannot assess reliability across items and may miss cognitive versus somatic symptoms, reducing the measure's validity **A1**

Answer: Strength: the 1 to 5 scale is quick and yields ordinal data that are easy to compare. Limitation: a single-item measure lacks depth and may not validly capture different aspects of exam anxiety, so it reduces construct validity.

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