7.10 Self-Report Techniques: Questionnaire and Interview Design: Test Pack

AQA 7182 · about 20 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Define a closed question and give one advantage of closed questions when constructing a questionnaire for measuring revision habits among students.

(Total for Question 1 is 2 marks)

2 Explain one advantage and one limitation of using open questions in a questionnaire about mental wellbeing for young adults.

(Total for Question 2 is 4 marks)

3 Explain the difference between an open question and a closed question when designing a questionnaire to investigate students' preferred revision methods.

(Total for Question 3 is 2 marks)

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4 Classify the following interview extract by type and justify your classification: "Interviewer: Tell me about a time you found a group project difficult. Participant: Well, there was one module where people did not do their part and I had to do extra work. Interviewer: How did that make you feel, and what did you do about it?"

(Total for Question 4 is 3 marks)

5 An interviewer is worried that their own opinions are biasing answers in a series of semi-structured interviews about attitudes to recycling. Suggest two practical steps they could take to reduce interviewer bias, and explain briefly how each step helps.

(Total for Question 5 is 3 marks)

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

Question 1

defines a closed question: a question giving respondents a limited set of response options to choose from, e.g. yes/no, multiple choice or a Likert scale **B1**

states an advantage: produces easily quantifiable data suitable for comparison and statistical analysis oe **B1**

Answer: A closed question gives respondents a limited set of response options (for example yes/no or a Likert scale). Advantage: it produces data that are easy to quantify and compare statistically.

Question 2

advantage: open questions provide rich, detailed qualitative data that can capture respondents' own experiences and meanings oe **M1**

explains why this matters: this depth can reveal aspects of wellbeing not anticipated by the researcher, improving content validity and generating hypotheses oe **A1**

limitation: open responses are time-consuming to code and may be inconsistent across respondents, reducing reliability and increasing resource use oe **M1**

explains why this matters: smaller samples may be practicable and researcher interpretation can introduce subjectivity, complicating analysis oe **A1**

Answer: Advantage: open questions yield rich qualitative detail that can capture unexpected aspects of wellbeing, improving validity. Limitation: they are time-consuming and subjective to analyse, reducing reliability and increasing researcher workload.

Question 3

open question: allows respondents to answer in their own words, producing qualitative, detailed data about preferences and reasons **B1**

closed question: gives fixed response options, producing quantitative data that are easier to compare and summarise **B1**

Answer: An open question asks for answers in the respondent's own words and yields rich qualitative detail. A closed question gives fixed response options and yields quantitative data that are easier to compare.

Question 4

identifies the interview type: semi-structured interview oe **M1**

justifies by noting the interviewer uses open prompts but also specific follow-up questions, indicating some guidance but flexibility oe **A1**

may refer to presence of topics to cover but freedom to probe for depth as characteristic of semi-structured interviews **B1**

Answer: Semi-structured: the interviewer follows a topic but uses flexible, open prompts and targeted follow-up questions to probe the participant's responses.

Question 5

suggests one step, e.g. using a standard interview guide with neutral prompts and wording **M1**

explains how it helps: reduces variation in question wording and tone that might cue respondents to a desired answer oe **A1**

suggests a second step, e.g. training in neutral probing and using reflective listening rather than leading follow-ups **B1**

Answer: Use a standard interview guide with neutral wording to avoid cueing responses, and receive training in neutral probing so follow-up questions do not lead participants towards the interviewer's views.

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