

Bachelor in Politics and International Studies
Bachelor in Sociology

Digital Data, Data Collection (QS102)

Week 9
Composing a questionnaire
+ Analysing secondary data

Formative essay: **Alex and Chris (1 hour)**

1. What was their research question?
2. How is the global structure: volume, order, chaining?
3. How is the wording?
4. What are the most original questions?
5. Are some questions not necessary than others?
6. How is the presentation of the questionnaire?
7. How would you pass this questionnaire?
8. Any other comment?

Formative essay: Composing a questionnaire – Issues to discuss

- How "wide" is a good focus for a survey RQ?
- Where to place the sociodemographics in the questionnaire?
- Which kind of survey should we pass online?
- How useful is a stratified sample? How big should the stratas be?
- How to spread your questionnaire into a hard to reach population?
- How long does it take to pass a questionnaire?
- What are the respective advantages of open and close-ended questions? How to arrange them (number, order) inside the questionnaire?
- How to make sure that respondents will trust your handling of confidentiality?
- How to deal with "screw you" behaviours?

Introduction to spreadsheet software: Exercises

1. Download and open the *Media and Politics* dataset from the course webpage.
2. Data formatting: Replace all empty cells by a relevant label and replace "Always" by "4. Always", "Quite often" by "3. Quite often", etc.
3. Is there a different age balance between men and women? (two methods)
4. Can you find newspaper sections that are more consumed by women than men? And reversely?
5. Do people who read **international politics** also read about **local politics**? Is it the same with **sport** and **cooking**? What moderator is determinant here?
6. How does **Religion** relate to reading **Satire** newspaper sections? Does this relationship vary with **Occupation**, average number of **Children** and/or with average **Age**?

Introduction to spreadsheet software: Exercises

7. Can you compose a variable **4.10.Occupation** that combines **Activity** and **Profession**?
8. Test how **Occupation** relates to the **Interest in politics** and in **Economic news**.
9. How does the number of parents respondents have in the **Public service** relate to their interest for **Culture, Society** and "**Going out**" newspaper sections?