SOC 300: Introduction to Sociological Research Methods
LAB 4 Constructing Interview Questions
02.19.13

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Part 1: Schaeffer and Presser, "The Science of Asking Questions" – In your group, answer the following questions as clearly and concisely as possible.

What are the two general approaches for defining a specific event of behavior? Provide on strategy for effectively transmitting a definition.

List the response dimensions that are relevant for questions about events and explain them in your own words.

Explain the issue with including a nonattitude response category. Does it change the outcomes of the survey?

Explain the controversy associated with agreement/disagreement questions. How do we attempt to balance the effects of acquiescence?

Part 2: Constructing Questions – As a group, identify the basic question forms provided by Schaeffer and Presser. Use them to construct a 10-question interview schedule on a subject of your choosing.

List the basic question forms of evaluation.

Construct an interview schedule. Consider question order and the possible need for definitions. Keep in mind, you MUST include questions about events and behaviors as well as evaluative questions. Also, include at least one question of each form.

Test your questions on another group. Offer an issue your group identified with your question(s) after testing them.