

Instructions: Survey Question

This unit will focus on the use of social media for news consumption during the pandemic, which, for the purposes of this class, will be considered as the timeframe from March 15, 2020, through the current date.

The report for this unit will analyze the results of a survey that will be completed by you (the students) and by people whom you recruit to participate in this survey.

This survey, though, will be developed by you, the students! And that is the purpose of this assignment: To come up with the questions that will populate this survey.

So think about the investigative question for this report:

How has the COVID-19 pandemic impacted the way we use social media for news consumption?

Then think about what kind of information related to this topic that you'd like to find out more about. Then develop a question that addresses this topic.

Questions should relate to use of social media for news during the pandemic.

Questions should NOT relate to demographic information (like age, gender, ethnicity, etc.). A few demographic questions will automatically be part of the survey.

Rely on the information gained through the readings and videos for this unit, especially the reading titled "5 Common Survey Question Mistakes that'll Ruin Your Data."

Work to phrase your question in a way that will not bias the response.

Feedback for your question will be provided, and some version of your question should appear on the final survey tool that we will complete ourselves and circulate to willing participants who will help to generate a bit of a bigger sample set.

Instructions

- ▶ Read the instructions for the Social Sciences Report.
- ▶ Think critically about the investigative question for this essay:
How has the COVID-19 pandemic impacted the way we use social media for news consumption?
- ▶ Read the Reading Link: 5 Common Survey Question Mistakes that'll Ruin Your Data.

- ▶ Develop one question to contribute to the survey tool for this project.
 - Adhere to guidelines in the article.
 - Be very mindful of phrasing.
 - Should NOT be an open-ended question. That is, each question should have answer choices provided.
 - Include answer choices with your question.
 - Do NOT include demographic questions. That is, no questions about age, gender, ethnicity, etc. Certain demographic questions will be automatically included on the final survey tool.
 - Relate question to use of social media during the pandemic.
- ▶ Submit the survey question (and answer choices) into the Survey Question Submission Box.
 - You may either type the work directly into the submission box or upload a Microsoft Word document.

This assignment counts as an assignment (not as an essay) grade for this course.

Example

Survey Question:

How would you describe your use of social media for news consumption BEFORE the pandemic?

Answer Choices:

- I did not use social media to check the news.
- I rarely used social media to check the news.
- I sometimes used social media to check the news.
- I often used social media to check the news.
- I always used social media to check the news.