Writing Interview Questions

This week’s homework has a number of separate steps. Do the first two steps first, so that I can get the questions on the web in time for your critiques.

1. **Read** Bernard ch. 9 (questionnaires).

2. **Write** 6 (more if you want) questions on environmentalism from the perspective we discussed in class (pets and wildlife, etc). This not-quite-cartoon from “the Oatmeal” should inspire you: [http://theoatmeal.com/comics/cats_actually_kill](http://theoatmeal.com/comics/cats_actually_kill)

   If the questions are motivated by a hypothesis (which I always encourage) indicate the hypothesis before the question. Exploratory questions are fine too. If your hypotheses require some basic background information, be sure to include questions for that.

   Review the classnotes and the readings to make sure that they are well-constructed. Try to keep them simple, and say them aloud to make sure that they will be easy to use. **Email** to me by **Friday**.

3. **Read** all of ch. 11 (scaling).

4. **Develop** a scale to measure something related to this topic. It should have more than one indicator, but don’t make it long. The idea is what counts here. **Email** to me anytime before next class. We will probably not include these in the survey.

4. **Read** the rest of ch. 3 on sampling and think about how we should choose subjects for this project. Assume you will interview people on campus or another public place.

5. **Write** a critique of the class questions (they will be on the course website Saturday) and **Email** to me, also bring to class for discussion. Don’t comment on every question, just those you think can be improved. Explain the problem and re-write the question and make it better.