

Name: _____

Survey and Scale Development

PSY 3500

Overview

The purpose of this assignment is to help you develop a survey and a scale that relates to your research topic. In almost all research studies, even in experimental ones, surveys are used to get background information, opinions, and other measures that may help explain the relationships in the data. This assignment is due on the day of Exam 2.

Instructions

Develop a survey that covers three main areas:

1. *Demographics* – include at least three questions about the demographics of the individual.
2. *Previously Developed Measure* – include the questions from a previously developed measure. This can be any length but needs to be something that has been used in a research article previously.
3. *Your Own Developed Scale* – develop a short scale to measure an important aspect of your research proposal. This should include 4 - 10 items that get at the overall construct.

Overall, the survey should have between 10 and 25 questions covering the three areas. Administer the survey to at least two individuals to get feedback on clarity and length. Ask them three questions:

- Is the survey too long?
- Is the survey clear?
- Is the survey distressing?

Turn in both the survey itself and the feedback on the due date.

Although it is not necessary to include in your proposal, it certainly can help if you include a copy of the survey in an Appendix of the proposal itself.