

Research Methods

How to Not Write a Questionnaire

In-Class Exercise – 15 minutes

You are in charge of advertising and public relations for a major manufacturer of cigarettes. You are commissioning a survey you hope will show Canadians are open to smoking cigarettes.

Write a questionnaire that is so evil, that the findings will necessarily be pro-tobacco.

Include 4 questions. Briefly explain the “evil” tricks you used (Questions, Answer choices)

Work in groups. 1 submission per person.