

Contents

Preface xi

1 Planning a survey project 1

 Available tools for gathering information 2

 The steps in a survey project 7

 The goals of language surveys 12

 Operationalizing key concepts 16

 Formulating language survey research questions 18

 Examples of survey planning 23

 Summary 27

 Suggestions for further reading 28

 Important terms 28

 Review questions 29

 Applications 29

2 Designing a survey instrument 30

 Types of questions surveys can answer 30

 Functions of surveys 34

 Different response and question formats 35

 Guidelines for writing good survey questions 44

 Guidelines for producing a polished questionnaire 55

 Examples of designing a survey instrument 63

 Summary 68

 Suggestions for further reading 68

 Important terms 68

 Review questions 69

 Application exercises 69

3 Gathering and compiling survey data 71

 The importance of sampling 71

 Pros and cons of interviews and questionnaires 74

 Using interviews *and* questionnaires sequentially 78

 Administering interviews 79

 Administering questionnaires 85

 Compiling survey data 92

Contents

Examples of gathering and compiling survey data	101
Summary	111
Suggestions for further reading	111
Important terms	112
Review questions	112
Application exercises	112
4 Analyzing survey data statistically	114
Descriptive statistics for analyzing survey results	114
Statistical tests for analyzing survey results	130
Checking survey reliability statistically	171
Survey validity	176
General guidelines for statistical studies	191
Examples of analyzing survey data statistically	192
Summary	208
Suggestions for further reading	208
Important terms	209
Review questions	210
Application exercises	210
5 Analyzing survey data qualitatively	212
Data reduction	213
Data display	215
Conclusion drawing and verification	223
Methods for estimating the reliability of qualitative survey data	231
Existing guidelines for qualitative studies	240
Examples of analyzing survey data qualitatively	242
Summary	249
Suggestions for further reading	249
Important terms	250
Review questions	250
Application exercises	251
6 Reporting on a survey project	253
How should a survey report be organized?	253
Examples of reporting on a survey project	259
Summary	270
Suggestions for further reading	270
Important terms	270
Review questions	270
Application exercises	271

Contents

Appendix A	Language testing course description questionnaire	273
Appendix B	TESOL Research Task Force questionnaire	279
Appendix C	Reading course evaluation questionnaire for students	284
Appendix D	Reading course evaluation interview questions for ESL teachers	287
Appendix E	Reading course evaluation: Non-ESL faculty questionnaire	288
Appendix F	Foreign TA training project needs analysis: Interview questionnaire sheet	290
Appendix G	Example cover letter	292
Appendix H	Second language teaching and curriculum survey: Teaching assistant and lecturer support services in Manoa language courses	294
Appendix I	Language teaching activity preference survey	297
References		299
Name index		307
Subject index		311