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

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

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