**Task 4 - Questionnaire**

1. Look at your partial objectives and choose appropriate ones for a survey.
2. Based on your conceptual framework, develop a questionnaire. Consider the research objectives and hypotheses.
3. First, suggest a questionnaire in a text editor - continue in the same shared Google document (not Google Forms). You should consider the structure, length, and type of questions concerning the data evaluation (e.g. using scales) and research objectives and hypotheses.
   * Include at least 2 ratio (NUMERIC) variables (age, income, number of household members, price, payment, number of purchases, …), nominal and ordinal variables.
   * YOU MUST BE ABLE TO ANSWER THE SELECTED RESEARCH QUESTIONS AND EVALUATE **TWO HYPOTHESES** FROM THE COLLECTED DATA!!!! These two hypotheses should be of a different character, i.e. evaluation by a different method. Therefore, you can change the hypotheses at this moment if you need to.
   * Remember a simple rule: “*Sometimes is less than more*”. Keep it simple. Avoid unnecessary questions.
4. Deadline: Since some students were on BIP in Görlitz last week, the deadline will be Friday, April 26, 13:00

**After you get feedback from me:**

1. Prepare the questionnaire in the form you are going to distribute it (e.g. Google Forms)
2. Collect answers (at least from 50 respondents)
3. Copy the data into Excel.
4. Remember to prepare the data properly so that you can evaluate it statistically (create a data matrix). You can consult your solution with Dr. Červová or Mr. Rozkovec.
5. Learn statistics so that you can to evaluate the data. Good luck! ☺