

Designing a Questionnaire (Practice)

Task 1:

Follow the provided instructions and write a questionnaire that is aimed at collecting data for the research topic: *'The Role of Social Media in ESL Learning.'*

Section 1: Title & Introduction

Instructions:

- Write a **clear title** for your questionnaire based on the given topic.
- Draft an **introduction** explaining the purpose of the survey, the estimated time to complete it, and confidentiality assurances.

Section 2: Demographic Information

Instructions:

- Create **3–4 demographic questions** to collect background information (e.g., age, proficiency level, language use).
- Ensure questions are **clear and relevant** to the topic.

Section 3: Social Media Usage

Instructions:

- Develop **4–5 questions** that explore how respondents use social media for language learning.
- Include a mix of **multiple-choice** and **Likert scale** questions.

Section 4: Perceived Impact on Language Learning

Instructions:

- Design **4–5 questions** to measure the **positive and negative effects** of social media on ESL learning.
- Use a mix of **Likert scale** and **open-ended** questions to allow for detailed responses.

Section 5: Closing Question & Thank You Message

Instructions:

- Write **one final open-ended question** to allow respondents to share additional insights.
- End with a **brief thank-you message** acknowledging participants' time and contribution.

Model answer:

Section 1: Title & Introduction

Title: *The Role of Social Media in ESL Learning*

Introduction:

"This survey aims to explore how social media influences the English language learning experience of ESL students. Your responses will help us analyze the role of platforms like YouTube, Instagram, and TikTok in language acquisition. The survey takes about 5 minutes, and all responses are anonymous."

Section 2: Demographic Information

1. What is your age group?

- () Under 18
- () 18–24
- () 25–34
- () 35+

2. What is your English proficiency level?

- () Beginner
- () Intermediate
- () Advanced

3. How often do you use social media in English?

- () Never
- () Occasionally
- () Frequently

Section 3: Social Media Usage

4. Which social media platform do you use most often for English learning?

- () YouTube
- () Instagram
- () TikTok
- () Facebook
- () Other: _____

5. How often do you engage with English-language content on social media?

- () Daily
- () A few times a week
- () Rarely

6. What kind of English content do you consume on social media?

- () Videos & Tutorials
- () Articles & Blogs
- () Podcasts
- () Other: _____

Section 4: Perceived Impact on Language Learning

7. To what extent do you agree with the following statement: "Social media has helped me improve my English vocabulary."

- () Strongly Agree
- () Agree
- () Neutral
- () Disagree
- () Strongly Disagree

8. What is the biggest challenge of using social media for language learning? (Open-ended)

Section 5: Closing Question & Thank You Message

9. Do you have any other comments on how social media affects your language learning?
(Open-ended)

Thank You Message:

"Thank you for participating in our survey! Your responses are valuable for understanding how social media impacts ESL learning."

Task 2:

Follow the same instructions and write a questionnaire that is aimed at collecting data for the research topic: '**Online Learning and ESL Student Success.**'

Section 1: Title & Introduction

Title: *Online Learning and ESL Student Success*

Introduction:

"This survey seeks to understand ESL students' experiences with online learning platforms and their effectiveness in improving language skills. Your responses will help educators and researchers develop better online learning strategies. The survey takes about 5 minutes, and all responses remain confidential."

Section 2: Demographic Information

1. What is your current level of education?

- () High school
- () Undergraduate
- () Graduate
- () Other: _____

2. How long have you been learning English?

- () Less than 1 year
- () 1–3 years
- () 4–6 years
- () More than 6 years

3. Have you taken an online ESL course before?

- () Yes
- () No

Section 3: Online Learning Experience

4. Which online platforms have you used for learning English?

- () Duolingo
- () Coursera
- () Zoom-based classes
- () YouTube lessons

- Other: _____

5. How often do you attend online English learning sessions?

- Daily
- A few times a week
- Once a week
- Rarely

6. How do you prefer to learn English online?

- Watching instructional videos
- Interactive exercises and quizzes
- Virtual classroom discussions
- One-on-one tutoring

Section 4: Perceived Effectiveness of Online Learning

7. To what extent do you agree with the following statement: "Online learning has significantly improved my English skills."

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. What is the biggest advantage of learning English online? (Open-ended)

9. What is the biggest challenge you face in online learning? (Open-ended)

Section 5: Closing Question & Thank You Message

10. What suggestions do you have for improving online ESL courses? (Open-ended)

Thank You Message:

"We appreciate your time and input! Your feedback will help improve the quality of online ESL education."