STAT 335: Final Exam – Part #1 Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Fall 2017  
Points: 25 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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The final exam will involve developing a self-assessment survey that will measure a type of personal characteristic. Your assigned personal characteristic will be identified on the following Google Sheet.

Google Sheet: <https://docs.google.com/spreadsheets/d/1gnPUOnQzejKjCbtj1qqrz9_WEXnkZ9SbyUtuPrZmyvw/edit?usp=sharing>

Survey Development Parameters

1. Create your survey using WSU Qualtrics
   * WSU Qualitrics (Create an account): <https://winona.az1.qualtrics.com/ControlPanel/>
   * WSU Qualtrics (Knowledge base): <https://learn.winona.edu/Qualtrics>
2. Survey administration
   * Must provide respondents with an initial page that provides a brief statement regarding the purpose of your survey
   * Must provide respondents with an opt out option
3. Survey items
   * Be no more than 10 questions in length
   * Use two (or more) closed-questions that are binary, i.e. two outcomes
   * Use two (or more) closed-questions that use a Likert scale
   * At least one question must use reversed, i.e. reverse coded
   * Have two or less open-ended questions
   * Include demographic/background questions as needed -- these count towards your 10 question limit
   * Your first question should be for the respondents Student Number, a text box. This does \*not\* count toward your 10 question limit.
4. Reference surveys
   * You may choose to use the reference survey provided or find another. If you choose to use another, you must provide the new link in the Google Sheet above.
   * Up to three questions can be taken verbatim from your reference survey
   * Any modification/variation of a reference survey question counts towards the 3 question limit specified above

Survey Deployment

1. After your survey is developed, deploy your survey. Copy and paste your survey link into the Google sheet provided above.
2. Each student in STAT 335 will be given a Student Number. You must take every survey that is developed by your peers.
3. Students in my intro classes will be asked to take your surveys. They will receive extra credit for doing so. I will assign each student in my intro classes a Student Number. A subset of these students will take your survey twice – for test/re-test evaluation. The deadline for taking all surveys will be Tuesday, Dec 5 at 11:50PM. You may download and start the analysis portion after this time.