QUESTIONNAIRE CRITIQUE

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I receive a "Weekly Impact Tracker" which records Camden Eco Points as part of a recycling citizenship participation rewards scheme (Camden Council, 2023). Camden claim that 80% of the 16,000 households have reported that they are more aware and changing their behaviour due to tracking.

The survey gamifies and rewards sustainable practices. I have won vouchers twice; however, I do not believe it has changed my behaviour. Every time I complete the survey, I observe potential for improvement. I evaluate the survey questions using Breitling's (2018) '7 deadly survey questions'.
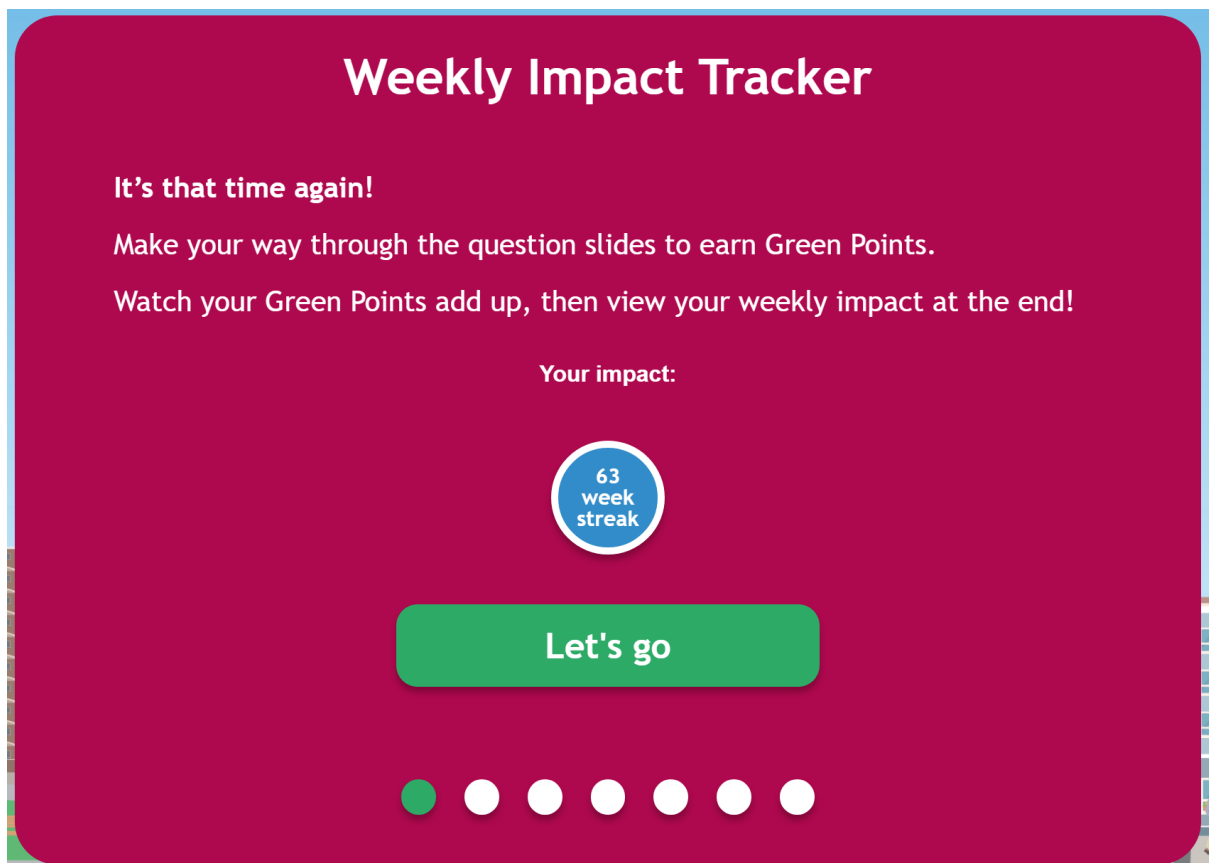

FIGURE 1 | Landing page

The weekly streak keeps me engaged.

FIGURE 2 | Question 1

Luckily, they have fixed the wording, so I can go on holiday now, and report that I have not recycled. However, everything is a check box. Which means I can select 'None Of These' while selecting everything. Presumably, this is not used for data analytics. 'Other' is not needed as this includes all recycling options.
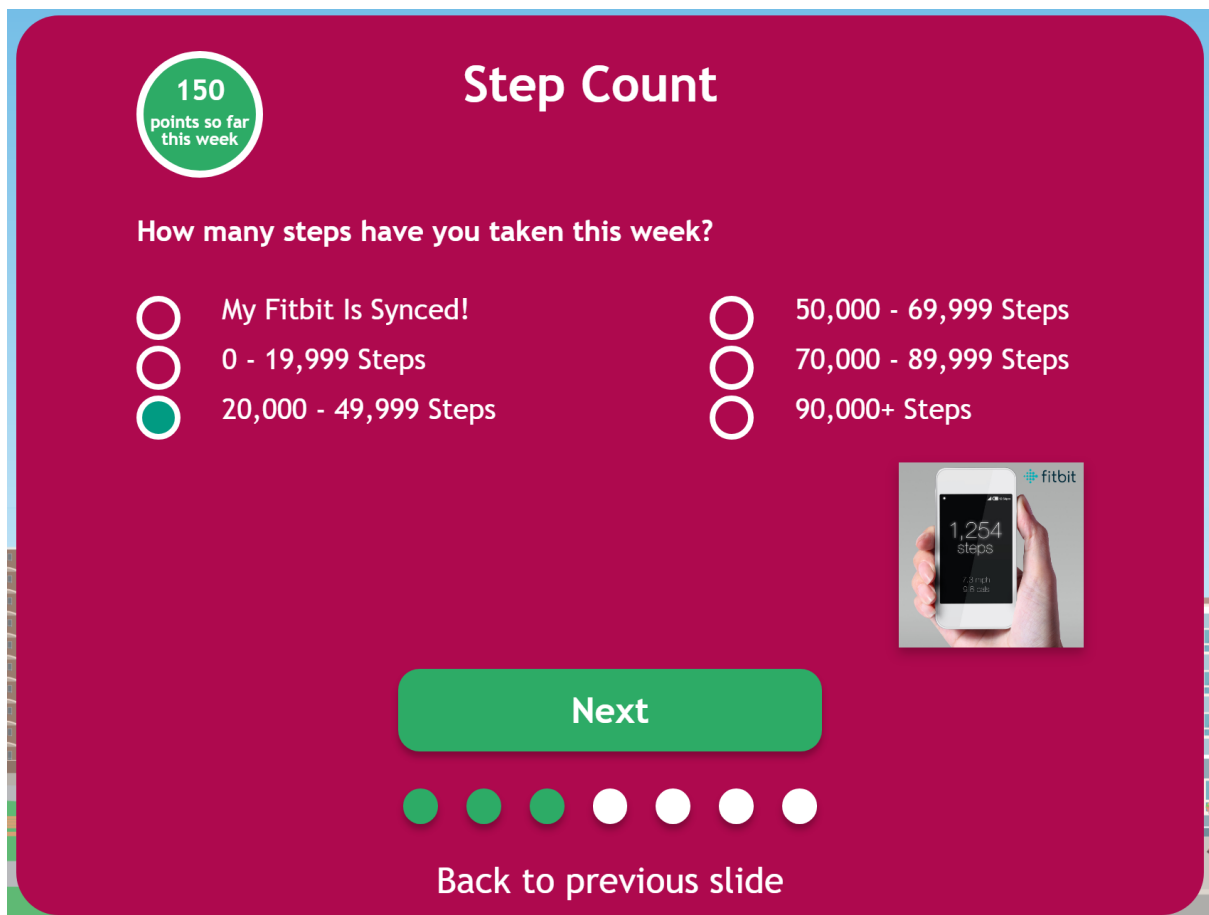
FIGURE 3 | Question 2

Step count is leading, assumptive and pushy. It presupposes I have taken steps, assumes I can walk, and pushes me to walk. This should include a 'Not Applicable' option. This page effectively makes me feel guilty on a weekly basis, but does not motivate me to walk more, as I enjoy walking but am constrained by time and sometimes do yoga instead.
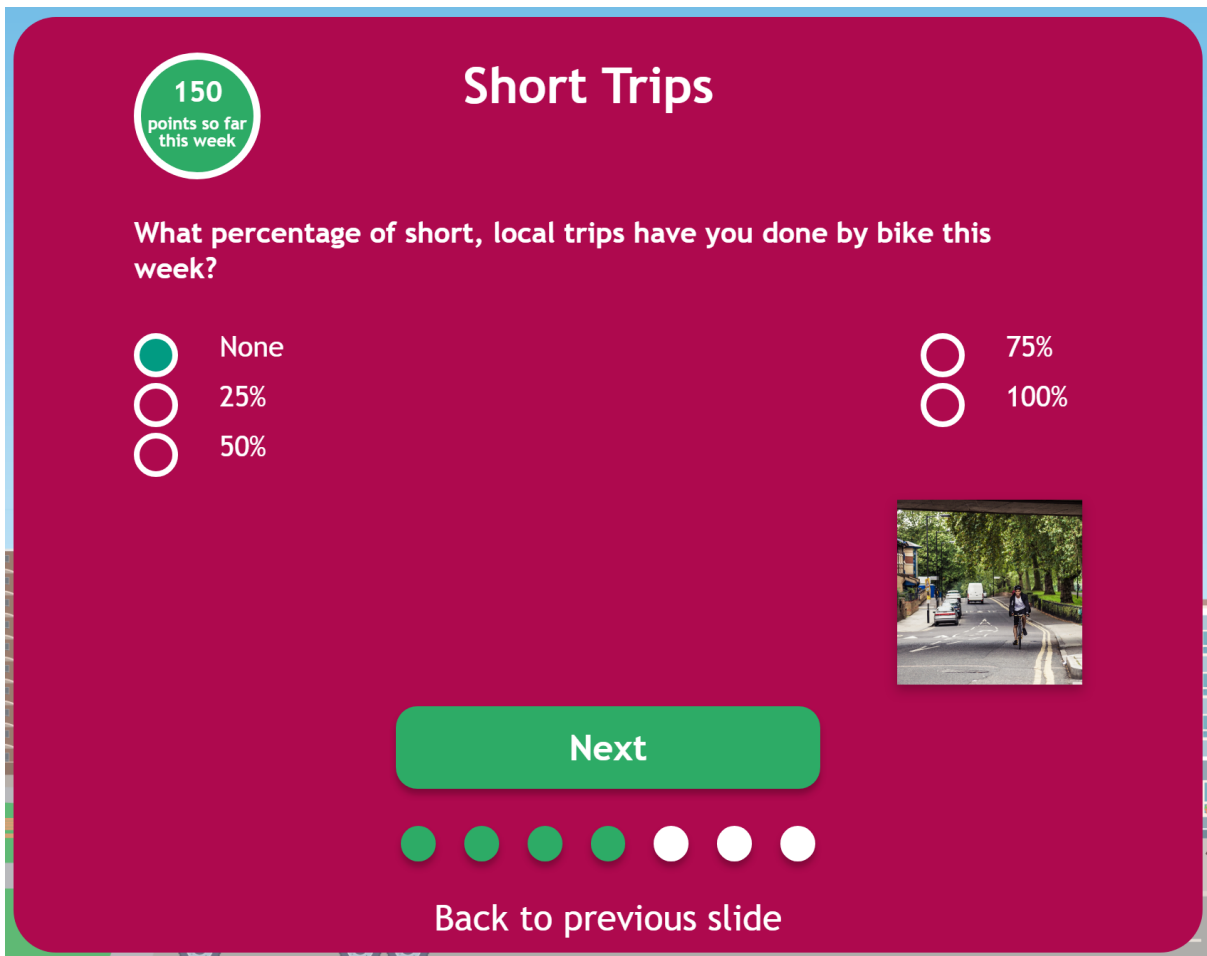
FIGURE 4 | Question 3

Short trips is also leading, assumptive and pushy. It presupposes I have taken short, local trips, assumes I can and that I have a bike, and pushes me to use it. This page also makes me feel guilty that my bike is in my hallway, however, cycling in London can be dangerous—I prefer to walk or take public transport. This should also include a 'Not Applicable' option.
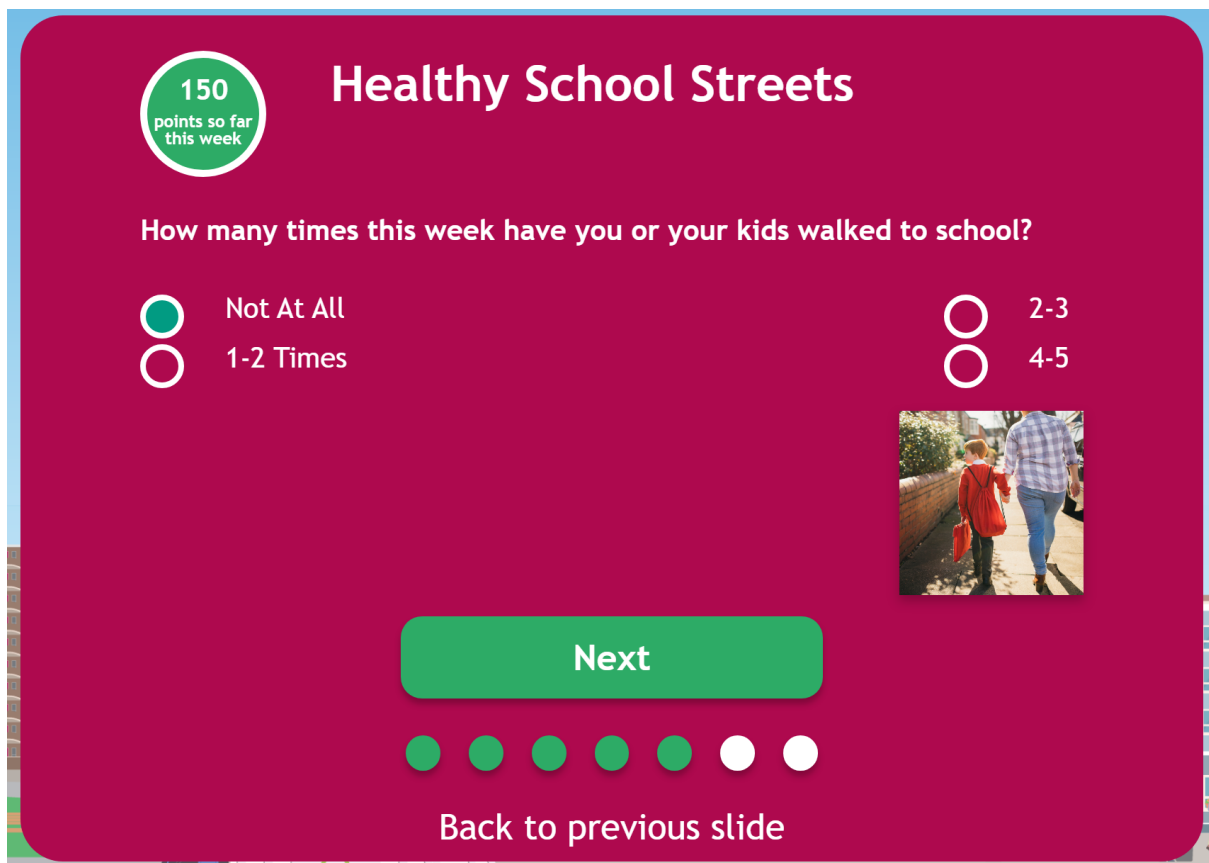
FIGURE 5 | Question 4

Following a trend, this is leading, assumptive and pushy. I do not have children. This question should have a 'Not Applicable' option. As a result, the answer does not feel correct, which decreases my personal satisfaction. As Camden Council (2023) observes, however, this is about awareness and changing behaviour, where relevant. With that consideration, it may be successful for some completers.

FIGURE 6 | Question 5

This is also leading, assumptive and pushy. I do have a car, but I only drive it outside of London, so I approach this with mixed emotions. This instead becomes a question of how many times I have taken public transport this week. I then feel guilty for not driving my car. Again, this assumes a driving licence and a car, so this also needs a 'Not Applicable'.

FIGURE 7 | Question 6

This page does include a 'None This Week' but does not include a 'Not Applicable'. While more subtle, it is also leading, assumptive and pushy. It does, however, remind me that I have let the native floral weeds grow in the hedge along the pedestrian path because the bees love them.
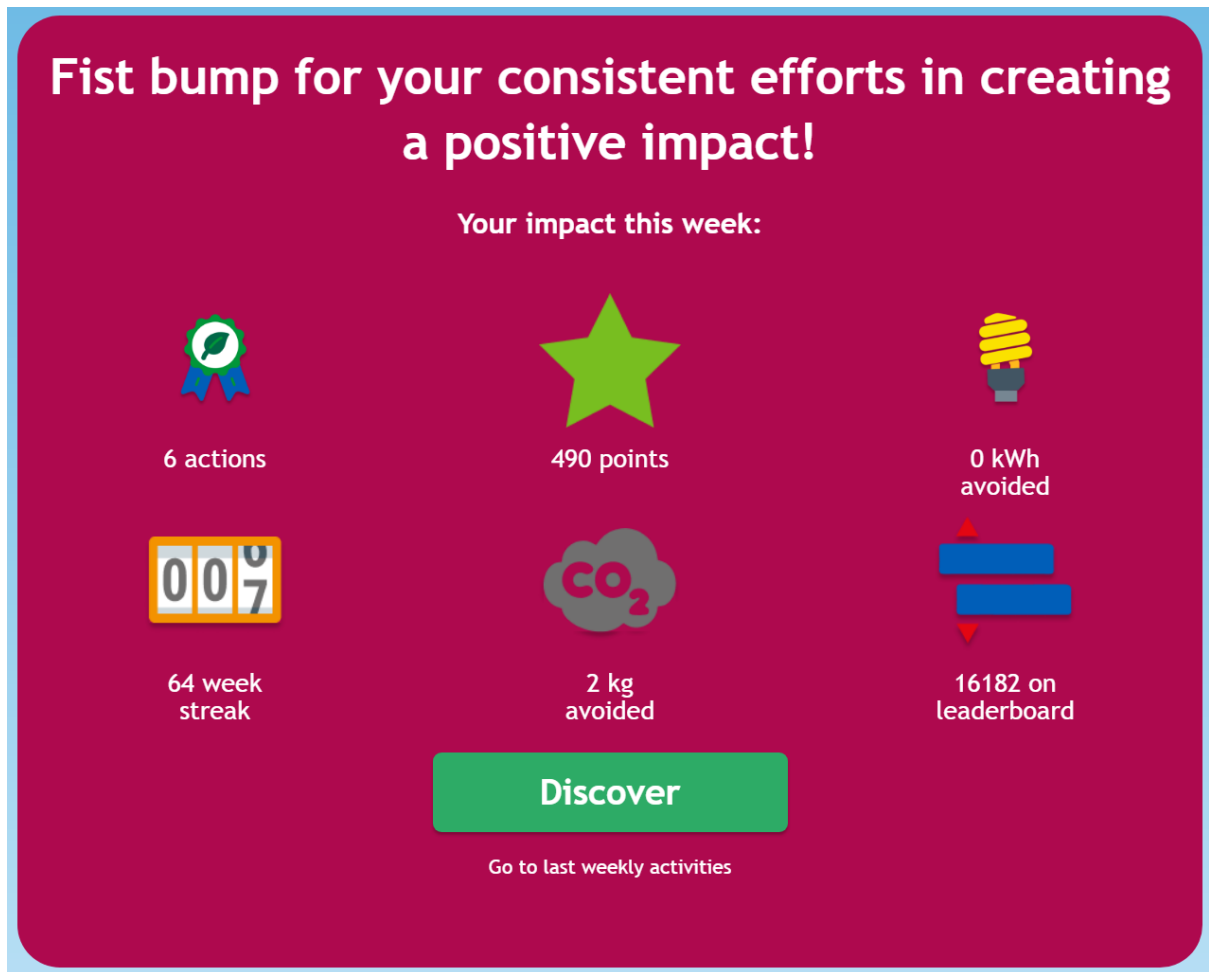
FIGURE 8 | Impact

At the end, the survey gamification elements reward me for completion. I am unsure, however, how I have fallen from number one to the bottom of the list, but there are now questions I can't answer affirmatively, so perhaps I have been penalised.

The questionnaire is short and relatively clear, and provides gamification and vouchers so has good engagement (Dawson, 2015). However, it seems to be less about gathering data, and more about changing behaviour using leading and pushy questions, but its assumptive questions can alienate.

References

Breitling, A. (2018) *The 7 Deadly Survey Questions*. Available from: https://bizatomic.net/biz-tips-the-7-deadly-survey-questions/ [Accessed 4 June 2024].

Camden Council (2023) *Do your bit for the environment with Camden Eco Points*. Available from: https://news.camden.gov.uk/do-your-bit-for-the-environment-with-camden-eco-points/ [Accessed 4 June 2024].

Dawson, C.W. (2015) *Projects in Computing and Information Systems*. 3rd ed. Harlow: Pearson.