

QUESTIONNAIRE DESIGN

Chapter: 7

INTRODUCTION



LEARNING OUTCOMES

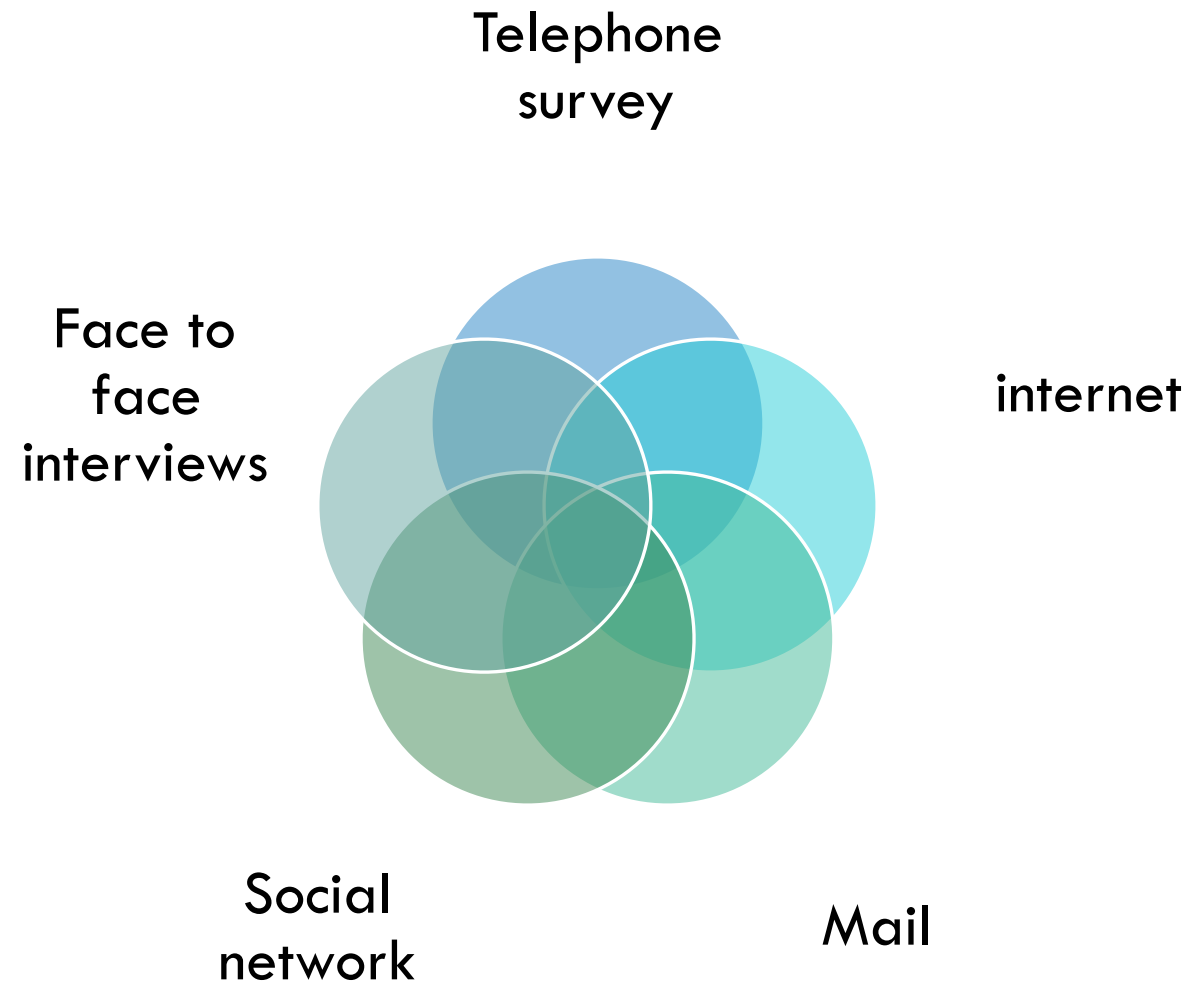
1. The key principles of designing effective questionnaires.
2. How to formulate meaningful questions.
3. The use of structured, semi-structured and unstructured questionnaires in different types of research design.
4. The three most important types of questions for asking about behaviour, attitudes or classifying respondents
5. Key terms used in questionnaire design
6. The link between the interviewer, the respondent and the questionnaire.

DEFINITION



Questionnaire is a set of questions asked to the target respondents. Both open and close-ended questions can be used in the design of the questionnaire to collect data. In questionnaire design the different types of data which can be used are; nominal, ordinal, interval and ratio scales.

TYPES



FEATURES

Personal data

- Name
- Address
- Phone number
- Demographic information

The questionnaire itself

- Questions
- Prompts

FUNCTION



**Market
research**

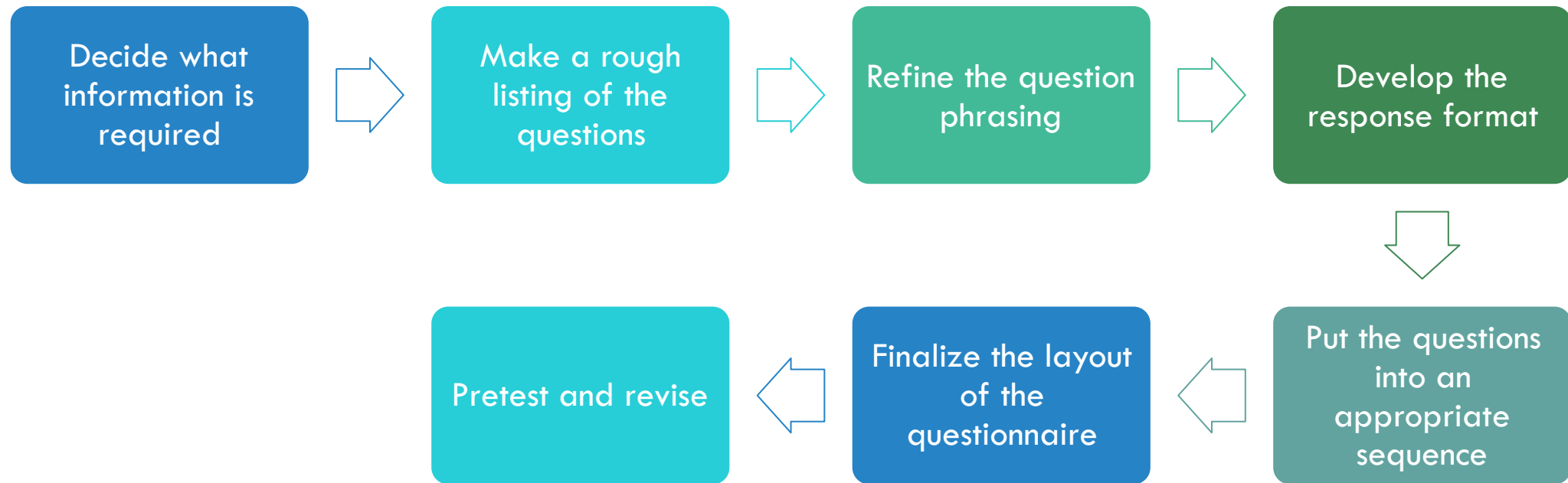
WHAT IS A GOOD QUESTIONNAIRE?

1. A questionnaire should be such that it can be analyzed
2. The questionnaires should begin with an effort to awaken the respondents' interest. Important target questions should be asked in the middle of the opinion survey
3. Early questions should be simple in design, friendly and easy to respond; on the other hand; they should convey the theme of the study to the respondent.

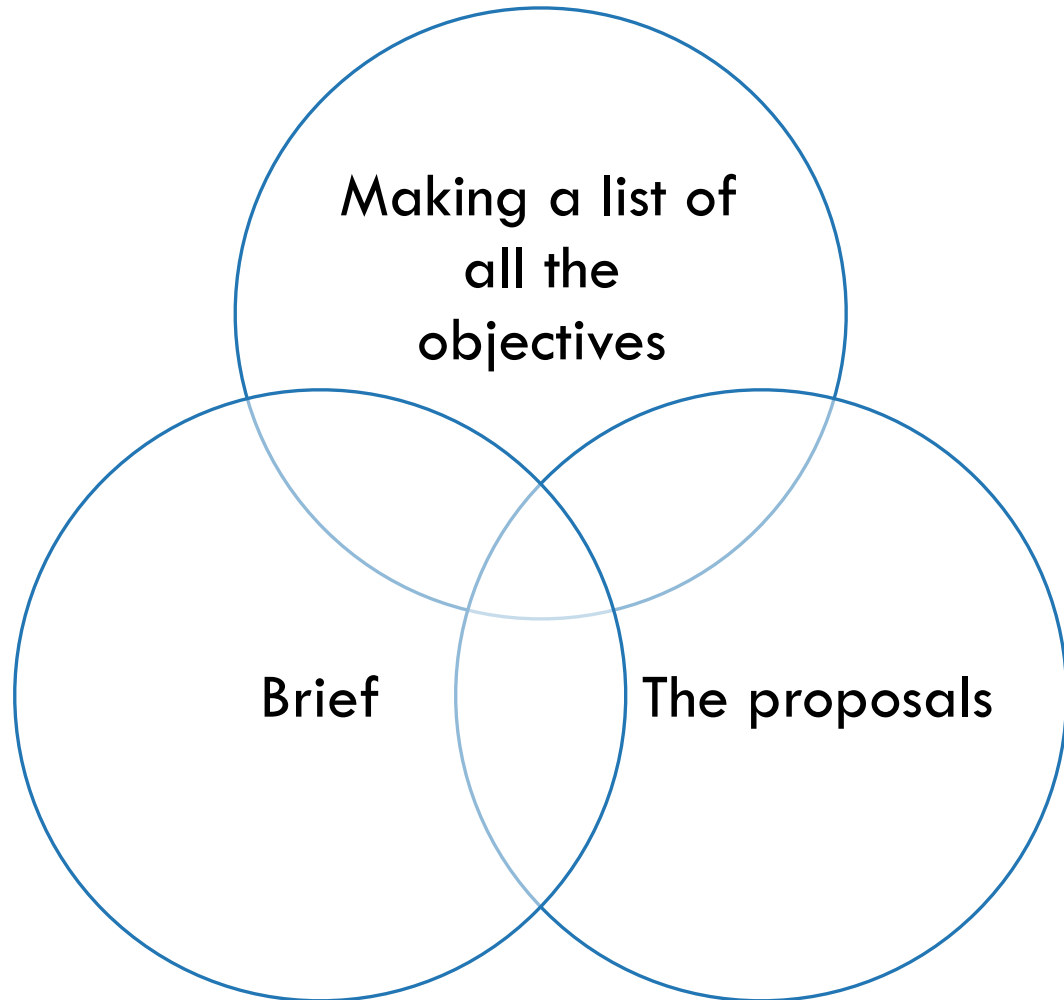
WHAT IS A GOOD QUESTIONNAIRE?

4. All the questions related to personal information (name, income, phone, address etc) of the respondents should be either optional or asked in the last section of the questionnaires.
5. Open ended questions should be placed in the later part of the questionnaire and deliberately kept to the minimum.
6. A pilot test should be conducted to detect the weakness in the questionnaires designed.

STEPS OF QUESTIONNAIRE DESIGN



STEP 1 – DECIDE WHAT INFORMATION IS REQUIRED



STEP 2 – MAKE A ROUGH LISTING OF THE QUESTIONS

The aim at this stage
is to be as
comprehensive as
possible in the listing
and not to worry
about the phrasing
of the questions.



STEP 3 – REFINE THE QUESTION PHRASING

The questions must
now be developed
close to the point
where they make
sense and will
generate the right
answers



STEP 4 – DEVELOP THE RESPONSE FORMAT



STEP 5 – PUT THE QUESTIONS INTO AN APPROPRIATE SEQUENCE

It brings logic and flow to the interview



STEP 6 – FINALIZE THE LAYOUT OF THE QUESTIONNAIRE

It is necessary
to achieve the
goals of the
survey.



STEP 7 – PRETEST AND REVISE

When final managerial approval has been obtained, the questionnaire must be pre-tested.

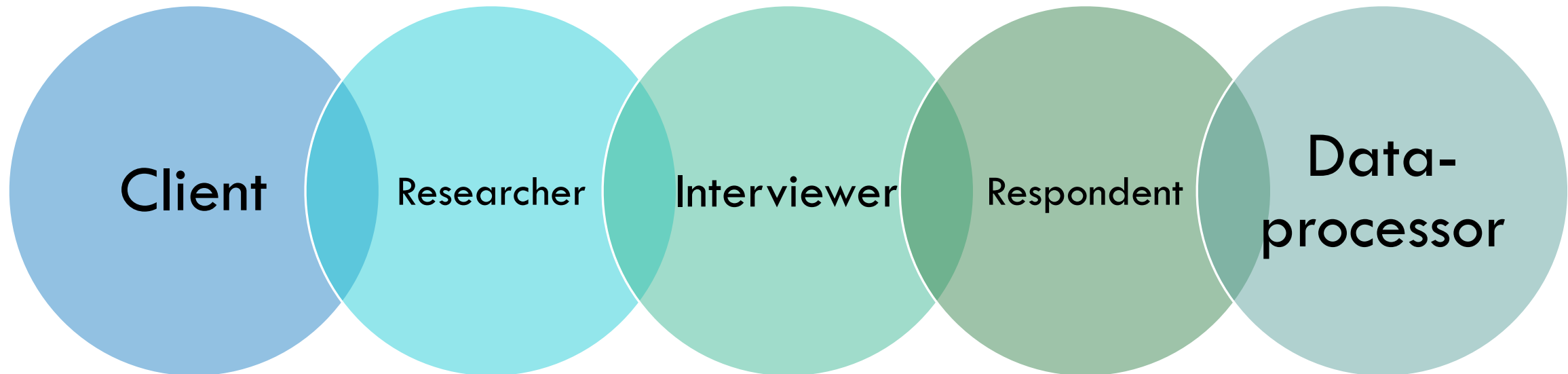
The primary purpose of a pretest is to make certain that the questionnaire gives the respondent clear, understandable questions that will evoke clear, understandable responses.



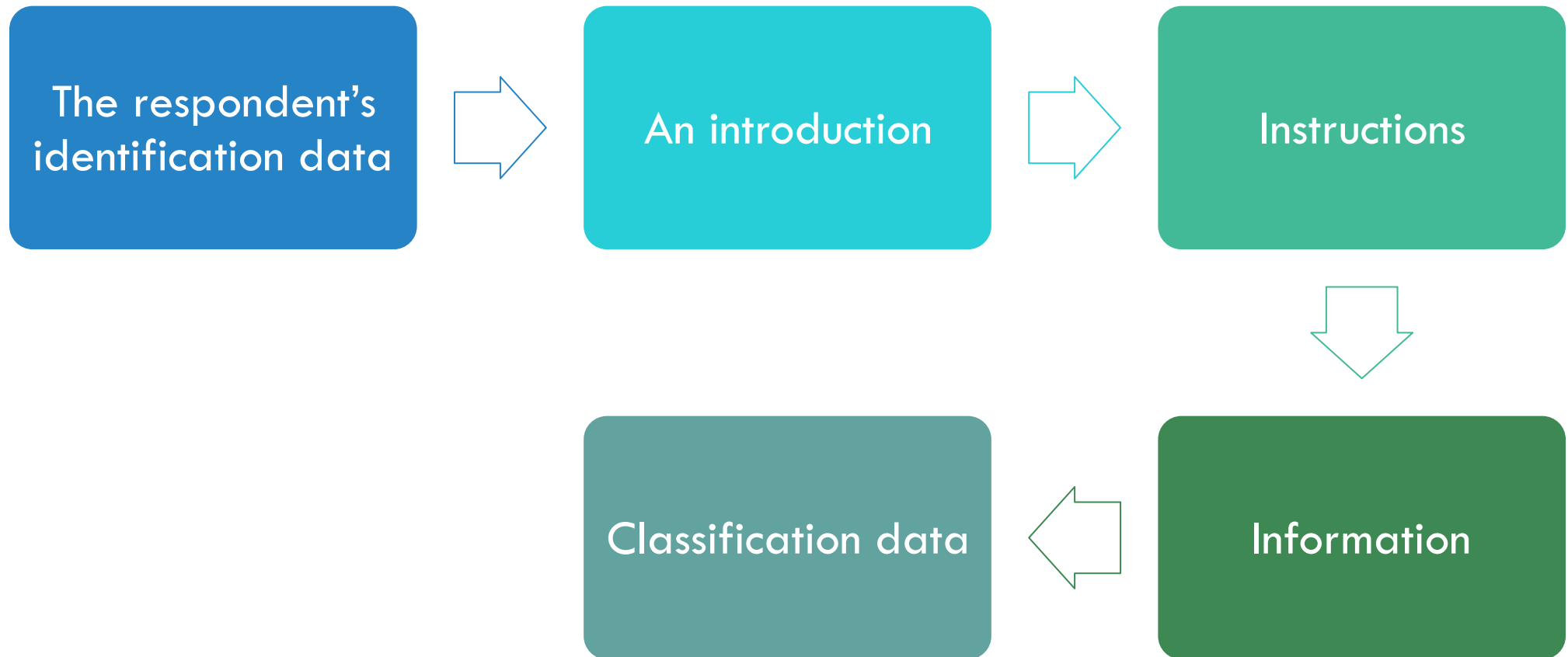


DESIGNING EFFECTIVE QUESTIONNAIRES

DESIGNING EFFECTIVE QUESTIONNAIRES



SECTIONS OF QUESTIONNAIRE



THINGS TO THINK ABOUT IN EFFECTIVE QUESTIONNAIRE DESIGN

1. Think about the objectives of the survey
2. Think about how the interview will be carried out
3. Think about the introduction to the questionnaire
4. Think about the formatting
5. Think about questions from the respondents' point of view

THINGS TO THINK ABOUT IN EFFECTIVE QUESTIONNAIRE DESIGN

1. Think about the possible answers at the same time as thinking about the questions
2. Think about the order of the questions
3. Think about the types of questions
4. Think about how the data will be processed
5. Think about interviewer instructions



THE BEST QUESTIONNAIRES ARE CONSTANTLY
EDITED AND REFINED UNTIL FINALLY THEY
HAVE CLEAR QUESTIONS AND INSTRUCTIONS,
LAID OUT IN A LOGICAL ORDER

THINGS TO WATCH OUT FOR WHEN FORMULATING INDIVIDUAL QUESTIONS

1. Ensure that questions are without bias
2. Make the questions as simple as possible
3. Make the questions very specific
4. Avoid jargon or shorthand
5. Steer clear of sophisticated or uncommon words
6. Avoid ambiguous words

THINGS TO WATCH OUT FOR WHEN FORMULATING INDIVIDUAL QUESTIONS

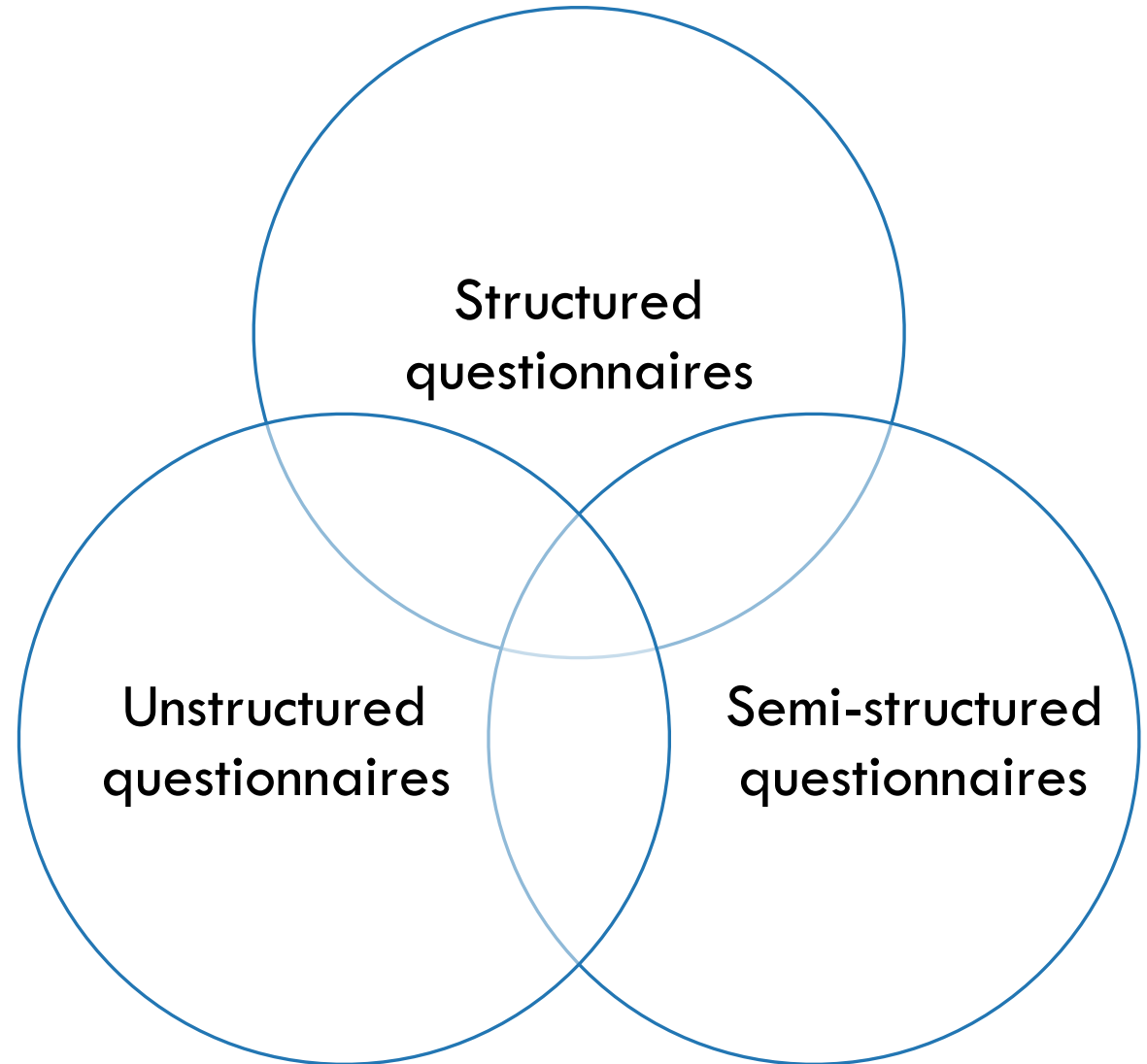
7. Avoid questions with a negative in them
“Do you ever ...?”, as opposed to “Do you never ...?”
8. Avoid hypothetical questions
9. Do not use words which could be misheard
10. Desensitize questions by using response bands
11. Ensure that fixed responses do not overlap
12. Allow for ‘others’ in fixed response questions

MATCHING THE QUESTIONNAIRE TO THE RESEARCH OBJECTIVES

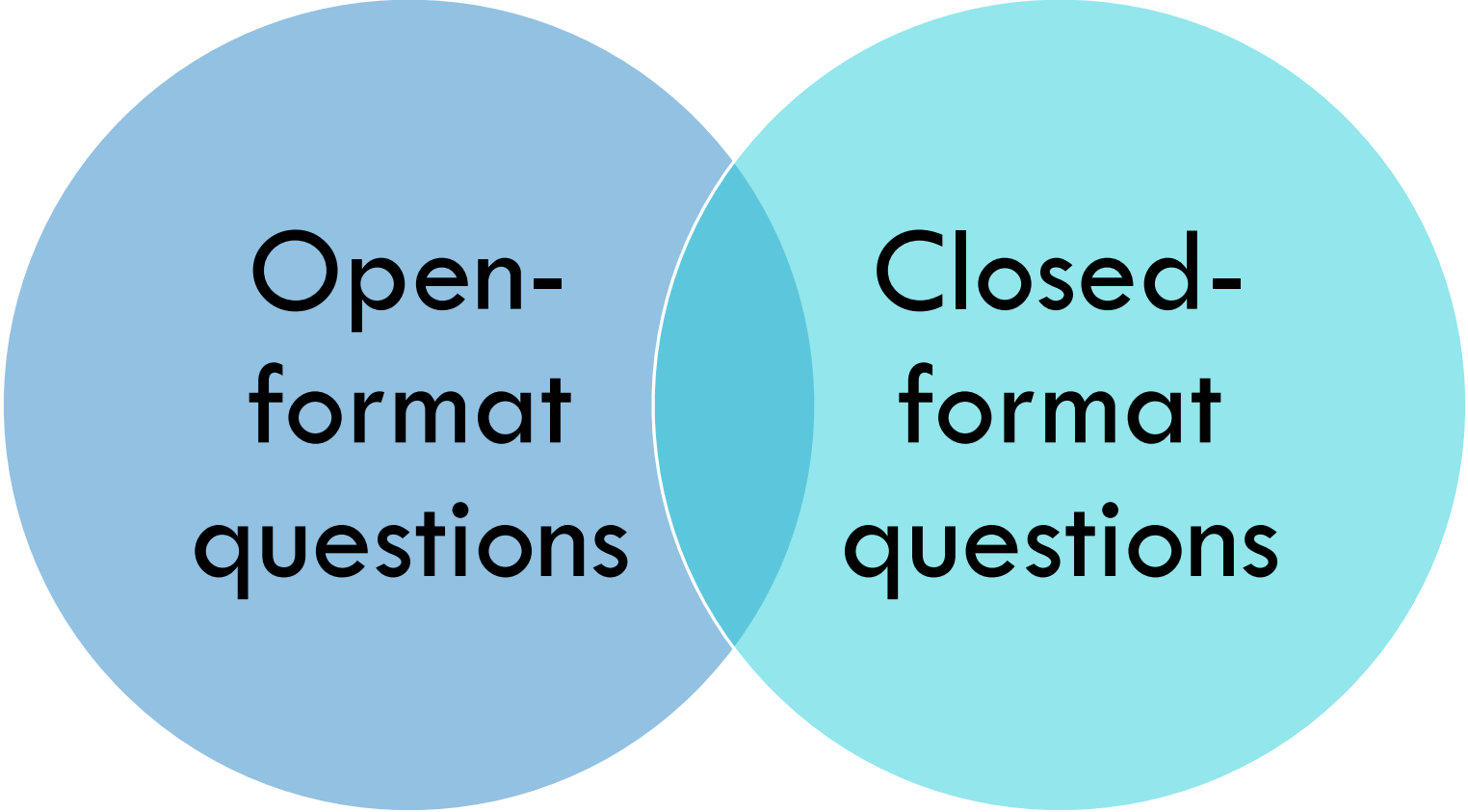
Type of Study	Questionnaire Type	Method of Administration
Large, quantitative studies	Structured	Telephone/ Face-to-face Self completion
Business to business studies; investigative consumer studies	Semi-structured	Telephone/ Face-to-face
Qualitative studies	Unstructured	Depth Telephone/ Face-to-face/ Focus groups

TYPES OF QUESTIONNAIRES

Is it measuring or probing what they think it's measuring or probing?".



TYPES OF QUESTIONS



Open-
format
questions

The diagram consists of two overlapping circles. The left circle is a medium blue color and contains the text 'Open-format questions'. The right circle is a light cyan color and contains the text 'Closed-format questions'. The two circles overlap in the center, creating a darker blue area.

Closed-
format
questions

DIFFERENT QUESTION TYPES

Question Type	Information Sought	Types of Surveys
Behavioural	Factual information on what the respondent does or what they own. Also the frequency with which certain actions are carried out.	Surveys to find out market size, market shares, awareness and usage
Attitudinal	What people think of products, services or brands. Their image and ratings of things. Why they do things	Image and attitude surveys. Brand mapping studies. Customer/employee satisfaction surveys
Classification	Information that can be used to group respondents to see how they differ, one from the other – such as their age, gender, social grade, location of household, type of house, family composition	All surveys

BEHAVIOURAL QUESTIONS

- Have you ever?
- Do you ever?
- Who do you know?
- When did you last?
- Which do you do most often?
- Who does it?
- How many?
- Do you have?
- In what way do you do it?
- In the future will you?

ATTITUDINAL QUESTIONS

- Why do you?
- What do you think of?
- Do you agree or disagree?
- How do you rate?
- Which is best (or worst) for?

ATTITUDINAL QUESTIONS

Verbal rating scales

- Very likely/Quite likely/Neither likely or not likely/Not very likely/Not likely at all

Numerical rating scales

The use of adjectives

The use of positioning statements

- Agree strongly/Agree slightly/Neither agree nor disagree/Disagree slightly /Disagree strongly

Ranking questions

CLASSIFICATION QUESTIONS

Note: Classification questions are some of the most important questions in the questionnaire as they are used to cross analyse the data and pick up different patterns of response across different groups of people.

Gender. There can be no other classifications other than male and female.

Marital status. This is usually asked by simply saying “Are you”

- – Single
- – Married
- – Widowed
- – Divorced
- – Separated

THE RESPONDENT, THE INTERVIEWER AND QUESTIONNAIRE DESIGN

1. Easy to answer questions should be put at the beginning to give the respondent confidence in their ability to help
2. Questions likely to interest the respondent should also be at the start
3. Questions should be asked in a logical order
4. Filter questions should follow each other without being interrupted by other questions
5. It can be helpful to have an introduction before each change of topic to help the respondent make an easy jump
6. Personal, emotional or complicated questions should be at the end to avoid people being put off answering further questions