

**BT623**

**Lecture 6**



# **Designing a Good Questionnaire**

*Ng CJ. Designing a questionnaire.  
Malaysian Family Physician. 2006;1(1):32-*

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# Introduction to Questionnaire Design



In a survey, the researcher uses a questionnaire to gather information from the respondents to answer the research questions.



A questionnaire is a very convenient way of collecting information from a large number of people within a period of time.



Hence, the design of the questionnaire is of utmost importance to ensure accurate data is collected so that the results are interpretable and generalizable.

# Types of Surveys

## Different Methods of Data Collection

### Postal Survey

Self-administered, should have very clear instructions and questions.

### Face-to-Face Interviews

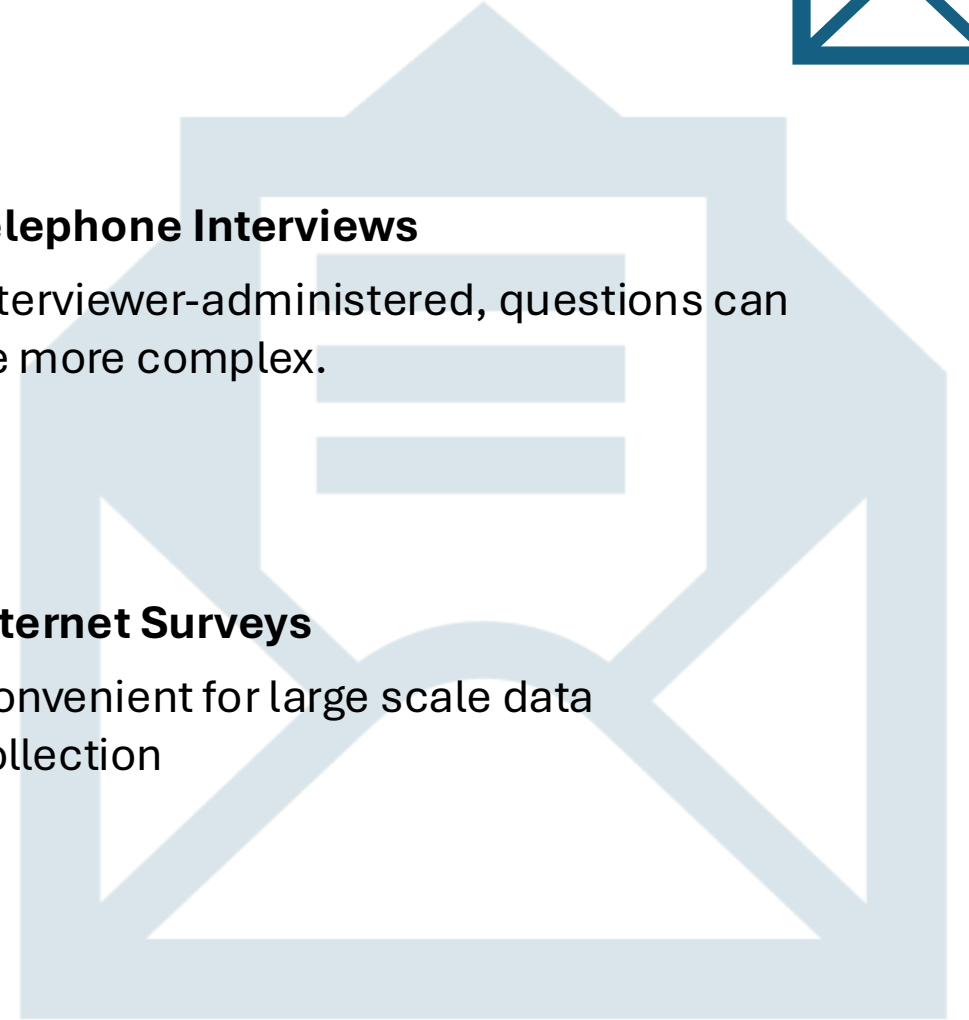
Interviewer-administered, presence of an interviewer may influence answers

### Telephone Interviews

Interviewer-administered, questions can be more complex.

### Internet Surveys

Convenient for large scale data collection





# Characteristics of a Good Questionnaire

## Ensuring Effectiveness

### **Validity**

Asks what it intends to ask, reviewed by content experts during pilot tests

### **Interest**

Relevant and logically sequenced questions retain respondent interest.

### **Reliability**

Yields the same answer if the same question is posed repeatedly

### **Succinctness**

Focused on research objectiveness, no unnecessary questions.

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# Developing a Conceptual Framework

The first step of designing a good questionnaire is to construct a conceptual framework.

The researcher must be very clear about their research questions and what dependent and independent factors they intend to investigate.

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# Attributes of Good Questions

## Designing Valid and Clear Questions

### **Close vs Open-Ended**

Close-ended provide limited options; open-ended allow free response.

### **Filtering**

Guide respondents through relevant sections; avoid overuse

### **Exhaustive Options**

Provide all possible answers, including 'Other: please specify'.

### **Specificity**

Clarity and specificity are crucial, avoid ambiguous terms.

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# Order and Structure of Questions

## Flow and Clarity

### **Logical Sequence**

Start with simple, move to complex questions

### **Likert Scale**

Used for attitudes or opinions, provides a range of responses

### **Demographic Information Placement**

Depends on the sensitivity of the target population

### **Avoid Double-Barrelled Questions**

Ask one thing at a time for clarity

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## Consideration for Analysis

- While designing, think about how the data will be analyzed.
- Decide whether to collect raw data or categorize them initially.
- This prevents issues during analysis and ensures all collected data are relevant and usable.



# Importance of Translation

- In multilingual societies, translating the questionnaire accurately is critical.
- Use the 'translate-back-translate' method to ensure the translated questionnaire is equivalent to the original.



# **Final Touches and Pilot Testing**

## Perfecting the Questionnaire

### **Format**

Ensure the questionnaire looks professional and is easy to read.

### **Pilot Testing**

Test with colleagues and potential respondents to detect flaws.

# Conclusions



A good questionnaire should be valid, reliable, clear, succinct, and interesting.



Design based on a conceptual framework and scrutinize each question for relevance and clarity.



Final touches and pilot testing improve response rates and effectiveness.

# Readings

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**Thank You**