

2.8 Questionnaire – a to-do list for designing a questionnaire

- Decide on a survey objective
- Write it as an introduction, stating the specific information needs for the survey and the groups that will use the data
- Decide on the research objectives
- Make a draft questionnaire
- Do a desk check to ensure:
 - The questionnaire is set out plainly
 - Each question links to a research objective (except the demographic questions)
 - You use consistent language throughout the survey
 - The language is appropriate to your audience, e.g. any words that need defining have definitions given
 - Multiple choice questions are in alphabetical or numerical order
 - Varied the type of question depending on what is most appropriate
- Write a design log justifying your design choices:
 - How you developed your research objectives
 - Why you decided to include particular survey questions and which research objective they help answer (including why you grouped questions like you did)
 - Justify the types of survey questions you used, e.g. multichoice, short sentence, etc.
- Make your questionnaire into a pilot survey by:
 - Adding a welcome section to introduce the respondent to the survey. Tell them what the survey is for, who it is for, and how the data will be used.
 - Assure them their data will be kept confidential and destroyed after the survey results are released.
 - Use polite, friendly language.
- Distribute your pilot survey among people who fit the target population, e.g. year 12 and 13 students and:
 - Make changes to the questionnaire based on the results of the pilot survey
 - Explain why you made those changes
- Submit the final questionnaire
- Conclude the report by discussing the questionnaire and how it meets the survey objective
 - Discuss how the questionnaire was refined during the design process
 - Discuss statistical knowledge and contextual knowledge used during the design process