

ENG 10
SCIENTIFIC/TECHNICAL WRITING

BRIEF NOTES ON THE QUESTIONNAIRE

Major Parts of a Questionnaire

A. Introduction

- Explanation - study, its objectives respondents' role in the study benefits the respondent may get from the study agency sponsoring the study
- assurance that the answers will be treated confidentially
- instructions on how the questionnaire will be sent back to the researcher
- may be presented in a cover letter

B. Personal information about the respondent/demographic data

Types of questions:

1. Closed form: restricted form; fixed alternative; close-ended

- Dichotomous
Ex. Do you own a television set? _YES _NO
- Multiple choice question
Ex. How do you assess the communication hardware in the University?
Put a check mark before your chosen answer.

_very adequate	_inadequate
_adequate	_very inadequate
_undecided	

- Ranking question
Ex. Why did you choose graduate work in this University? Kindly indicate three reasons in order of importance using "1" for the most important...

Reason	Rank
1. Accessibility	_____
2. Advice of friend	_____
3. Reputation of University	_____
4. Cheaper	_____
5. Scholarship Aid	_____
6. Other, please specify	_____

- Fill-in-the-black question

Ex. There are ___ lady senators in the Senate. ____ resigned his position in the Senate

2. Open form; unrestricted; open-ended

Ex. What suggestions do you have for improving DTRI ice cream for consumption?

Some guideline in the construction of questionnaire items:

1. Express the item as clearly as possible. Define or qualify terms that could be misinterpreted.
What is the value of your house?
2. Choose words with precise meanings. Avoid frequently, rarely, occasionally, and other similar words
3. Provide adequate alternatives
Avoid: Married? ___YES ___NO
4. Avoid complex or awkward word arrangements, like double negatives.
Ex. Are you in favor of not disallowing the US bases to stay in the country beyond 1991?
5. Avoid double-barreled questions.
Ex. Do you read magazines and listen to soap operas?
6. Avoid unwarranted assumptions.
Ex. Are you satisfied with the salary increase you received last year?
7. Avoid leading questions.
Ex. What benefits do you get from your membership in your fraternity?
8. Design questions that will give more complete response.
Ex. Do you read The Philippine Star?
9. Avoid technical terms/professional jargon.
Ex. Do you practice vertical or horizontal integration?
10. Avoid questions dealing with the lone age and the far away.
Ex. How much did you earn in 1953?
11. Ask for specific data rather than generalizations covering a number of individuals items.
12. Arrange questions in "proper" sequence.

13. Provide adequate instructions. Do not leave the respondent not knowing what to do any time.
14. As much as possible, take only a minimum of the respondent's time.
15. Take care that the objectives of the research are covered; may subdivide questions according to the objectives.