

Unit 6 - Wiki Activity: Questionnaires


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Brief overview and thoughts on questionnaires

According to Dollinger (2015), there are three types of data collection which have been built upon. These three traditional types of data collection are: Observation, Elicitation and introspection. As we move from frameworks such as the fieldworker interview method which was developed by Jules Gillieron (Dollinger, 2015) into the digital world with online interactions, it appears to me that much of the design and craftsmanship of creating questionnaires have diminished in quality. Maybe it is as a result of the simplicity of being able to create quick, online, off the shelf templated questionnaires.

For this analysis, we are going to use the following Adobe questionnaire (figure 1) as an example for a critical review.



0%

Which of the following options best describes your current employment status?

Please select one.

- ☐ Employed full-time (including freelance, self-employment, etc.)
- ☐ Employed part-time (including freelance, self-employment, etc.)
- ☐ Homemaker
- ☐ Retired
- ☐ Not currently employed

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Figure 1. Adobe questionnaire. Source: (Amaresan, 2023).

Design and format

Stakeholders

It appears that there could be three stakeholders in this questionnaire. Those being the Client, respondent and the analyst.

Research objectives aligned to the business objectives?

If we are considering whether the research objectives are aligned to reflect what the business objectives may be, then this does not seem to be obvious. The questions appear to just ask what the employment status is, which may be an attempt to see if you can afford their product or additional future products. It is a simple data collection of what may appear upon deeper analysis, as private information.

Is it unbiased in the way the data is collected?

I would say that this is not a unbiased way to collect information, it appears biased if we presume that the question is for identifying where Adobe could upsell

Is it thought out and planned?

Without observing the complete lifecycle of the questionnaire, it is difficult to observe whether it is thought out and planned. But what we could derive from this particular approach that has been taken is that it has not been very well thought out, but instead, may give the feeling of being rather intrusive.

Are there too many questions?

I would say that the quantity of questions is too little unless the research objective is to discover the employment status of the respondent.

How is it delivered?

The questionnaire has been delivered online and therefore lacks any personal relationship.

Questions used

According to Brace (2013:36), these types of questions would be termed as close-ended questions. Although these questions force you into choosing an answer which most likely aligns with the closest answer and therefore not completely transparent, it does allow a quick process. A positive is that it avoids fatigue and boredom due to the speed and simple complexity, however, according to Dollinger (2015), the researcher should be trying to elicit as much information as possible from the questionnaire.

How can I improve the Questionnaire?

According to Brace (2013), there are three processes which form to ensure that the question is formatted in the correct way. One of those is the planning process and ensuring that the business objectives help to form the research objectives. The research objectives would then allow the design of the questions.

The: Who, Why and How concept

Using this concept, I would open the questionnaire with the Who, The Why and the How. Who we are, why are we running this questionnaire and how are we going to conduct it. This may break down some barriers and give the respondent the chance to understand what is happening and for what reason.

Avoid Bias, prompted and open-ended questions

Moving into the questions, What type of data do I need and why. Using this thought process, we could then build out the questions but trying to avoid biases, prompted and open-ended questions.

References

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