IST526 Storyboard:

IST622 Questionnaire Development

Course Title: IST622 Questionnaire Development

Client: California State University, Monterey Bay

Instructor: Dr. Bude Su

Instructional Designer: Sarah Wright

Authoring Tool: Lumi H5P

Audio Tool: Windows Sound Recorder

Audio Host: Panopto

Duration (scope): 20-25 minutes

File Formats: Canvas SCORM Assignment, Github HTML, Github SCORM

Due Date: 5.15.24

IST526 Storyboard:

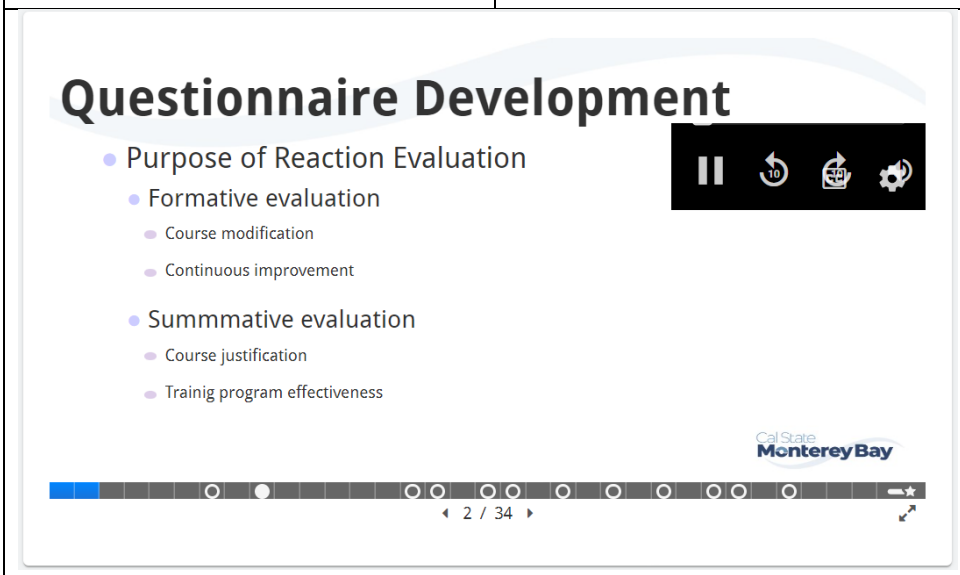
IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Cal State Monterey Bay Questionnaire Development	**Screen #**: 1
		Graphic Info: Media: Title on-screen text, background image and audio **Navigation**: Linear (next and previous or table of contents) **Reviewer Comments**:
Audio:		
"In this lecture, we'll talk about questionnaire development issues"		

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Questionnaire Development	**Screen #**: 2



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

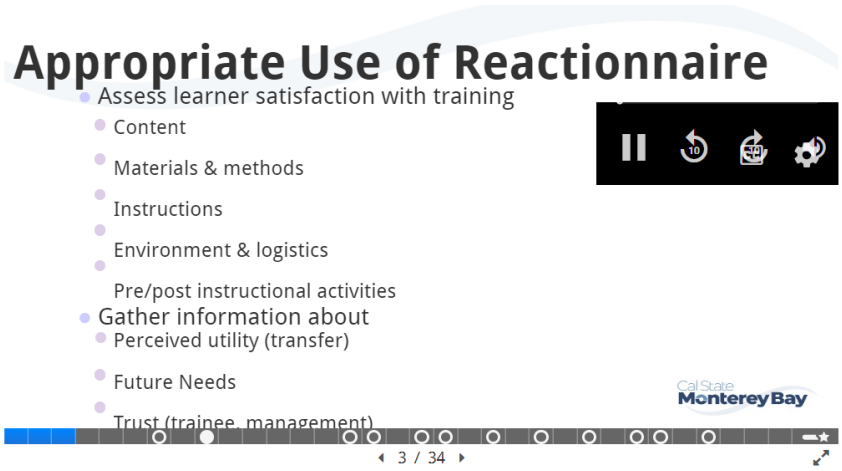
Audio:

"The main purpose of reaction evaluation is to enhance the quality of instructional or training programs, which in turn leads to improved performance. Reaction evaluations are a type of formative evaluation. Where the results are used for program evaluation and the redesign of content, course materials, and presentations. Reaction evaluation can also be summative in nature, the goal then is to determine the value, effectiveness, or efficiency of a training program."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Appropriate Use of Reactionnaire	**Screen #**: 3



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

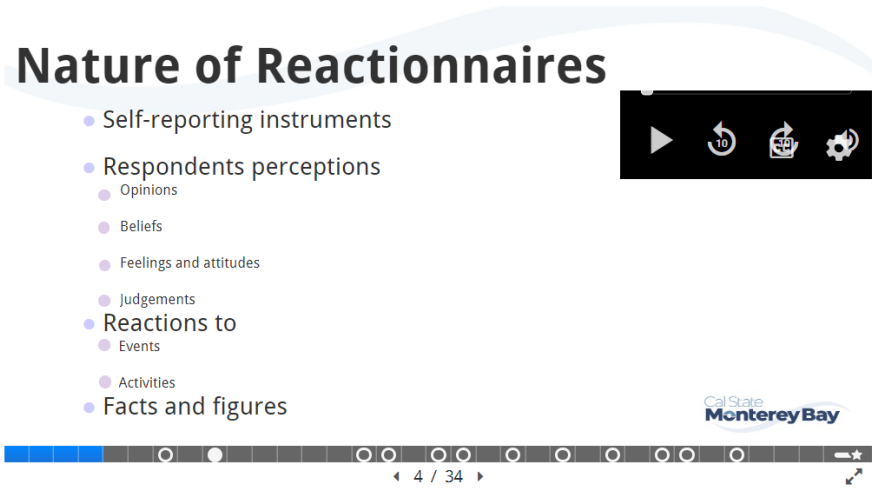
Audio:

"While a reactionnaire can help evaluators to understand the above mentioned items on this slide, it is very important to know that reactionnaires cannot measure learning, changes in attitudes or beliefs, transfer of skills or knowledge, or organizational impact."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Nature of Reactionnaires	**Screen #**: 4



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

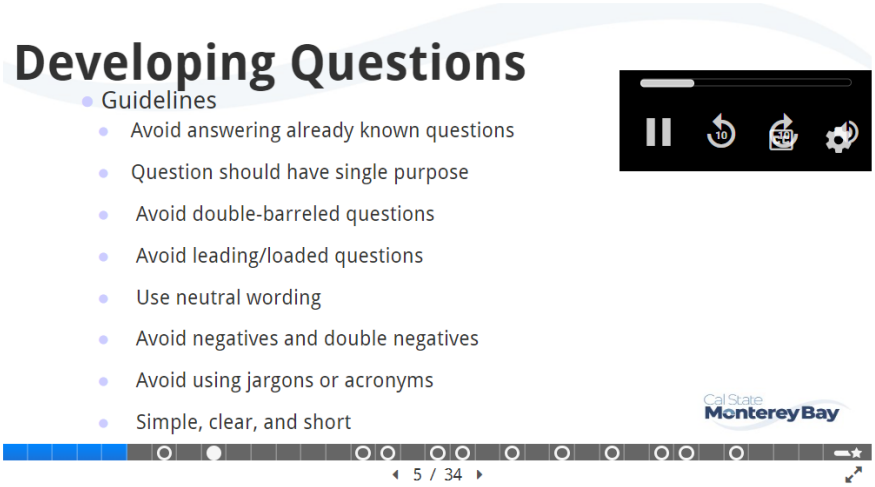
Audio:

"Since reactionnaires are self-reports, they are surely subjected and sensitive to the context and expectations. Context examples include required or voluntary surveys."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Developing Questions	**Screen #**: 5



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

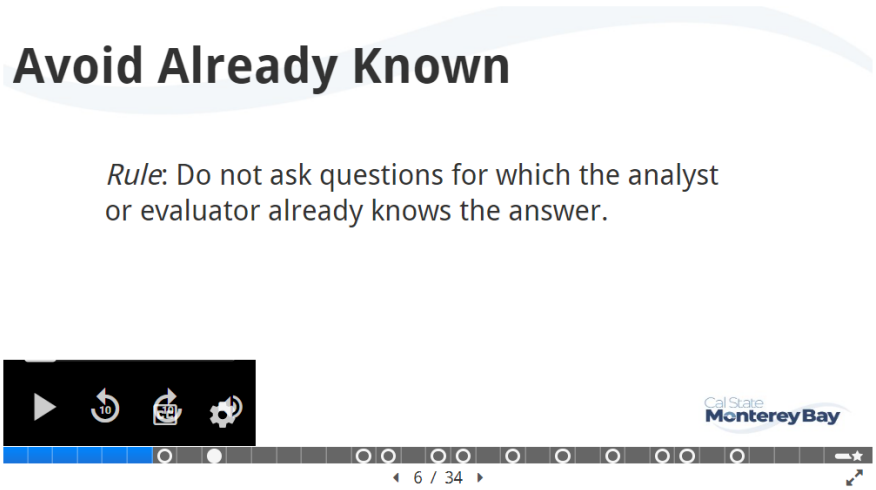
Audio:

"One of the most critical factors in survey design is question development. This includes how questions are worded and also how the types of questions are asked, and whether there are only one or multiple questions for each category. Let's use some examples to illustrate the rules mentioned on this slide next."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Already Known	**Screen #**: 6



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

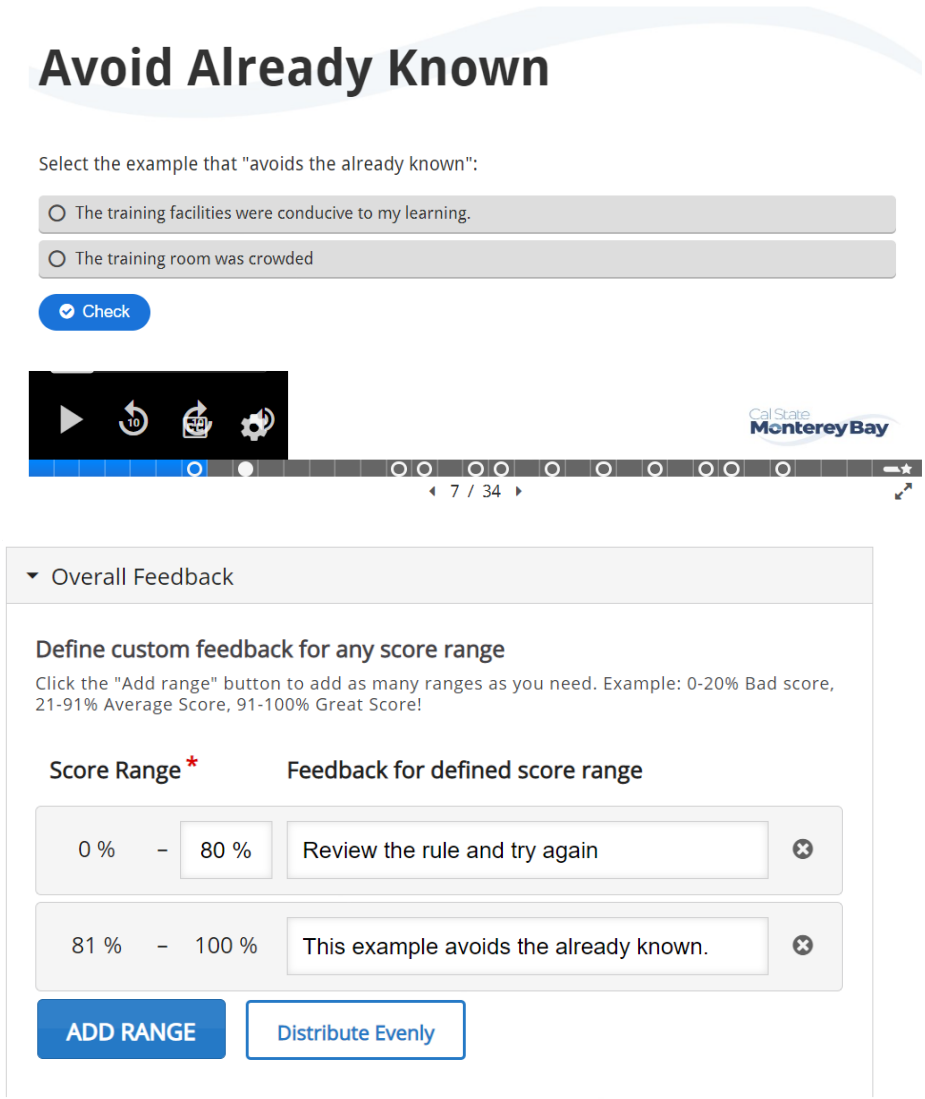
Audio:

"Avoid already known. Rule, do not ask questions for which the analyst or evaluator already knows the answer."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Already Known	**Screen #**: 7



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

Audio:

"Select the example that avoids the already known"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Single Purpose	**Screen #**: 8

Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

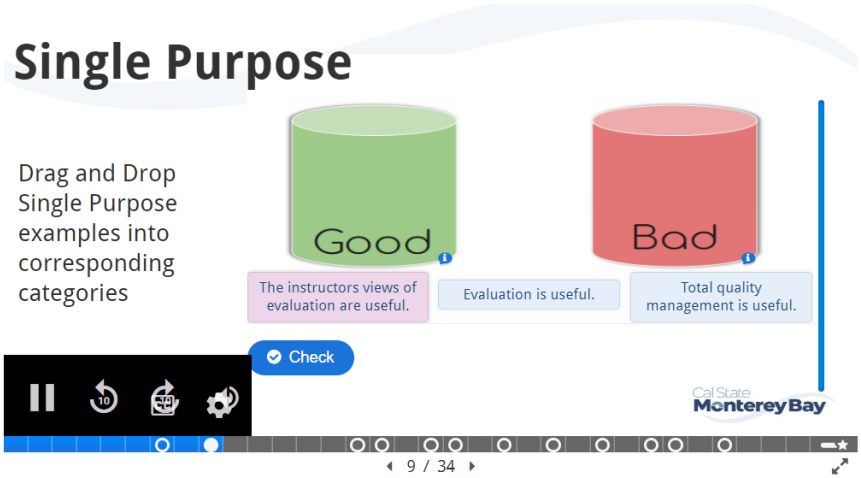
Audio:

"Single Purpose. Rule: separate issues from sources"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Single Purpose	**Screen #**: 9



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

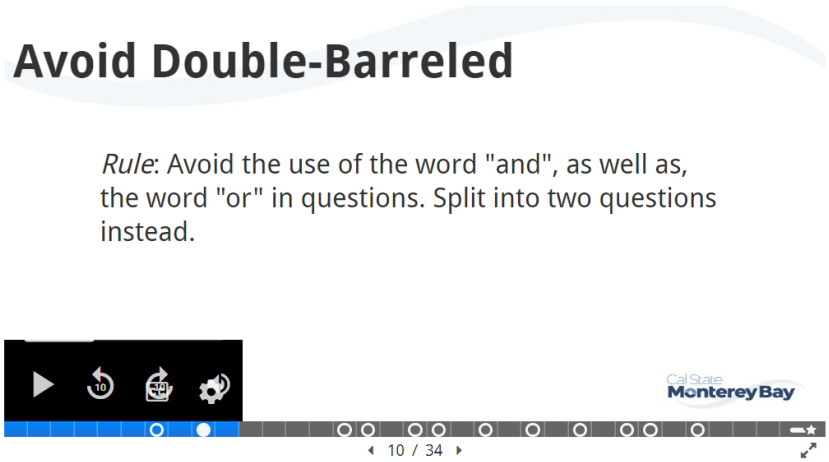
Audio:

"Drag and drop Single Purpose examples into corresponding categories"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Double-Barreled	**Screen #**: 10



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

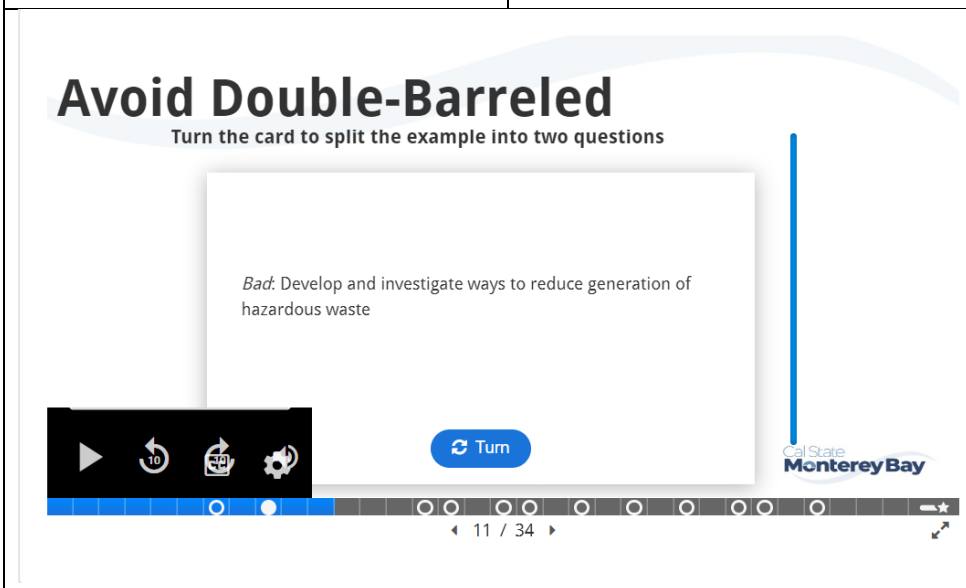
Audio:

"Avoid Double Barreled. Rule: Avoid the use of the word "and", as well as, the word "or" in questions. Split into two questions instead."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Double-Barreled	**Screen #**: 11



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

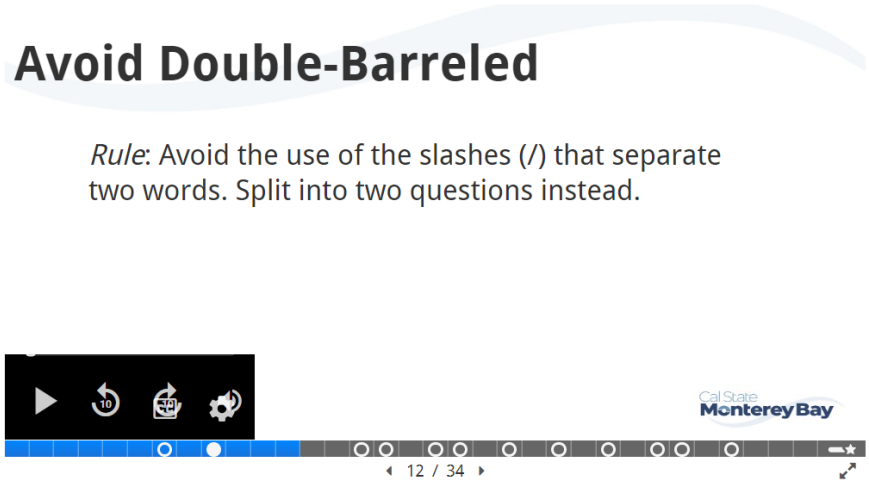
Audio:

"Turn the card to split the example into two questions"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Double-Barreled	**Screen #**: 12



Graphic Info:

Media: (on-screen text, images, videos, audio, etc.)

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

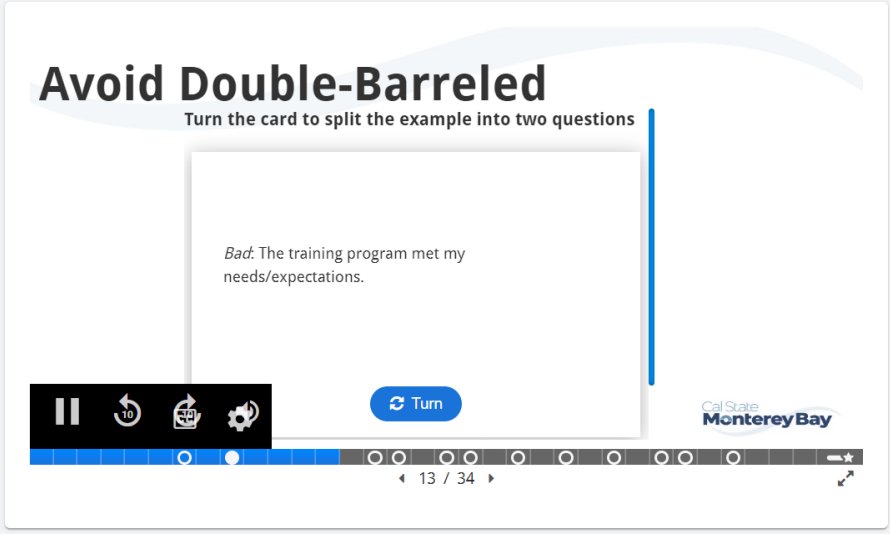
Audio:

"Avoid Double- Barreled. Rule: Avoid the use of the slashes that separate two words. Split into two questions instead."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Double-Barreled	**Screen #**: 13



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

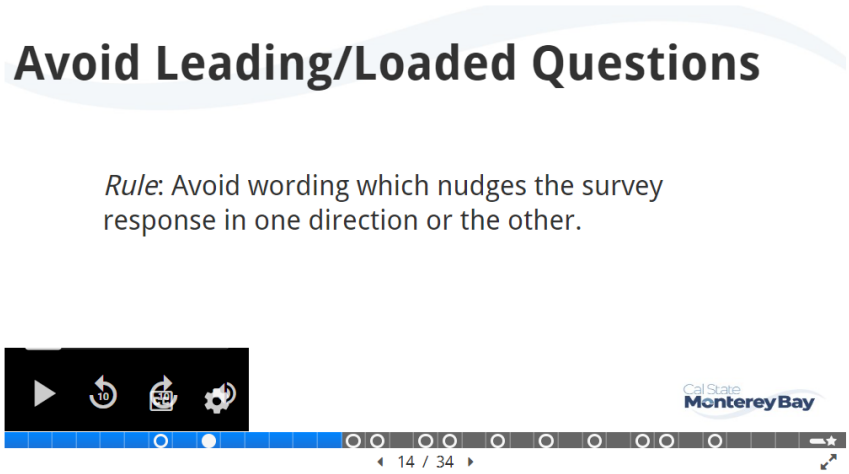
Audio:

"Turn the card to split the example into two questions"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Leading/Loaded Questions	**Screen #**: 14



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

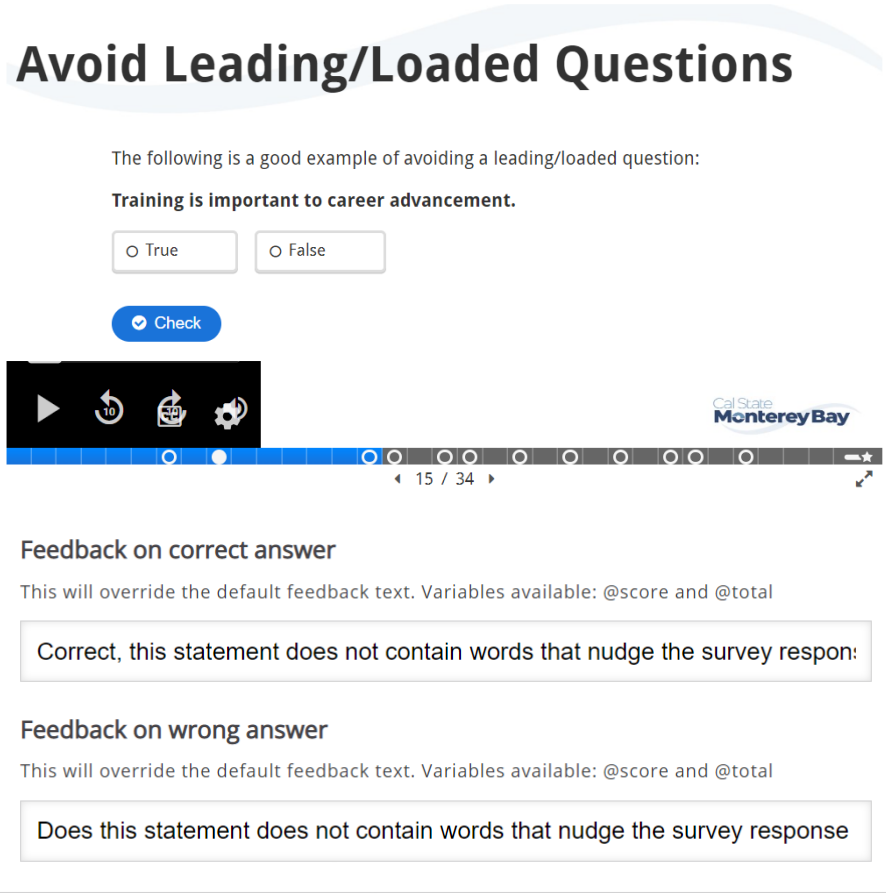
Audio:

Avoid Leading/Loaded Questions. Rule, avoid wording which nudges the survey response in one direction or the other."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Leading/Loaded Questions	**Screen #**: 15



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

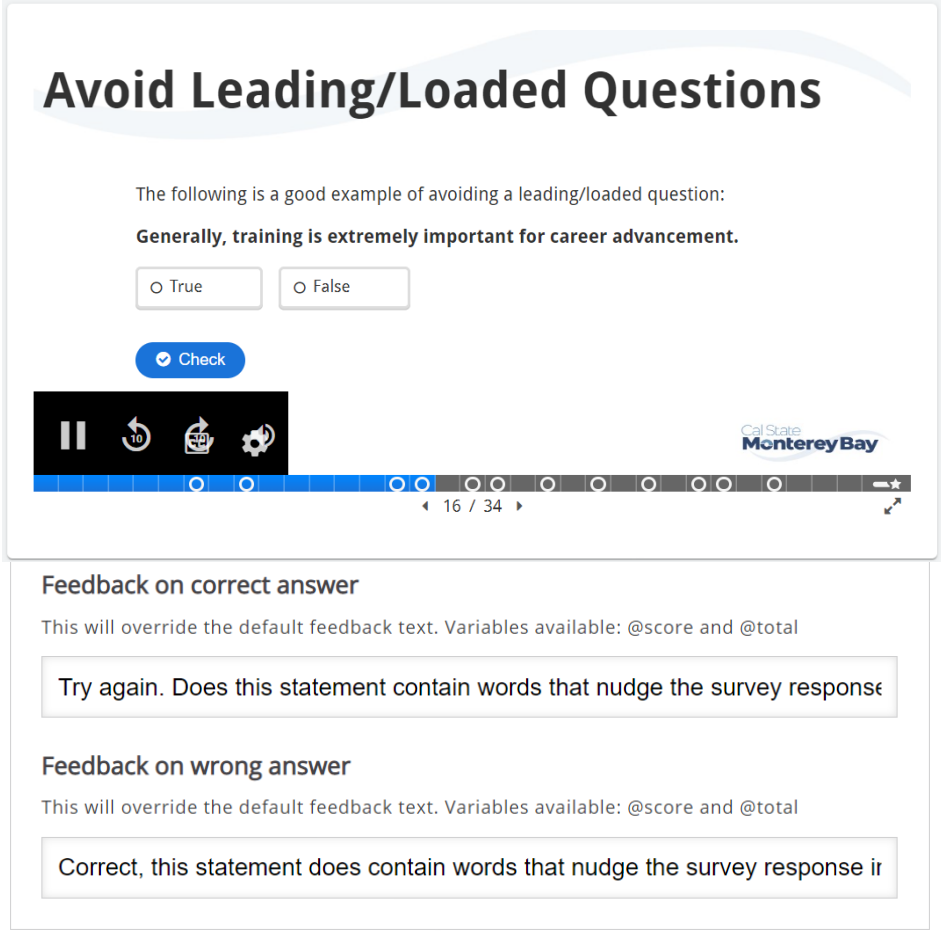
Audio:

"The following is a good example of avoiding a leading/loaded question. Select true or false"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid Leading/Loaded Questions	**Screen #**: 16



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

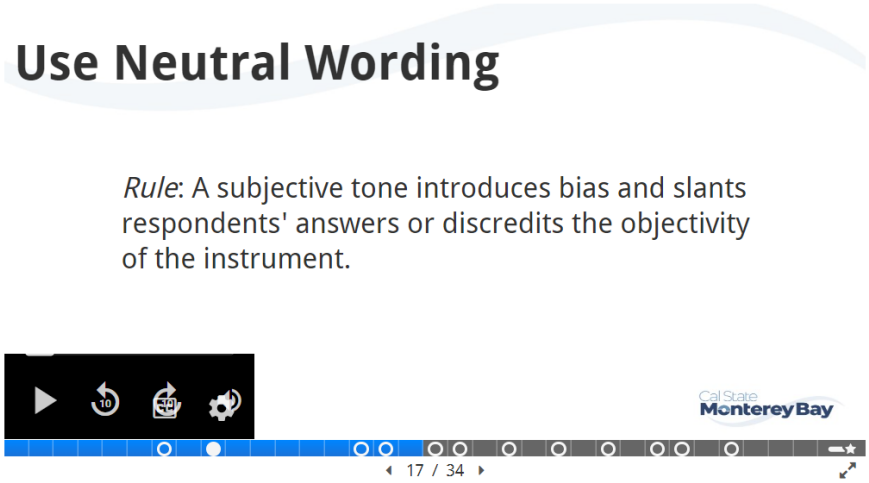
Audio:

"The following is a good example of avoiding a leading/loaded question. Select true or false"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Use Neutral Wording	**Screen #**: 17



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

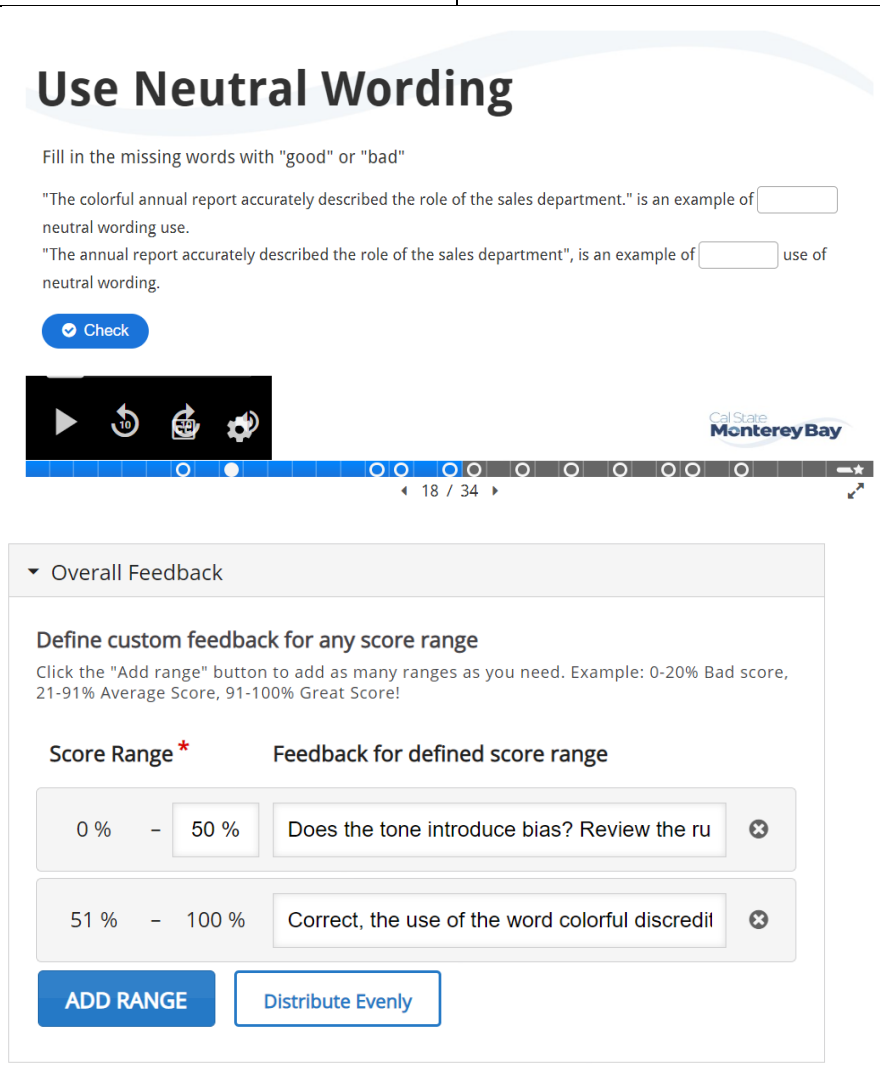
Audio:

"Use neutral wording. Rule: a subjective tone introduces bias and slants respondents' answers or discredits the objectivity of the instrument."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Use Neutral Wording	**Screen #**: 18



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

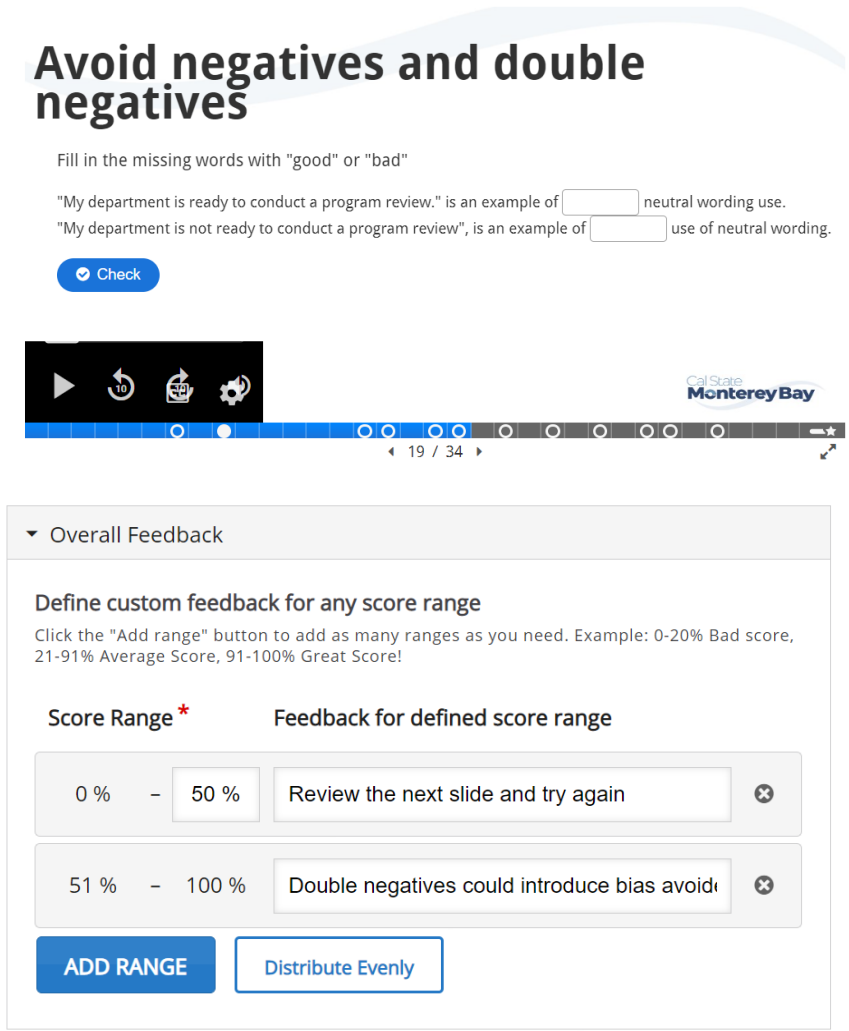
Audio:

"Fill in the missing words with good or bad"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid negatives and double negatives	**Screen #**: 19



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

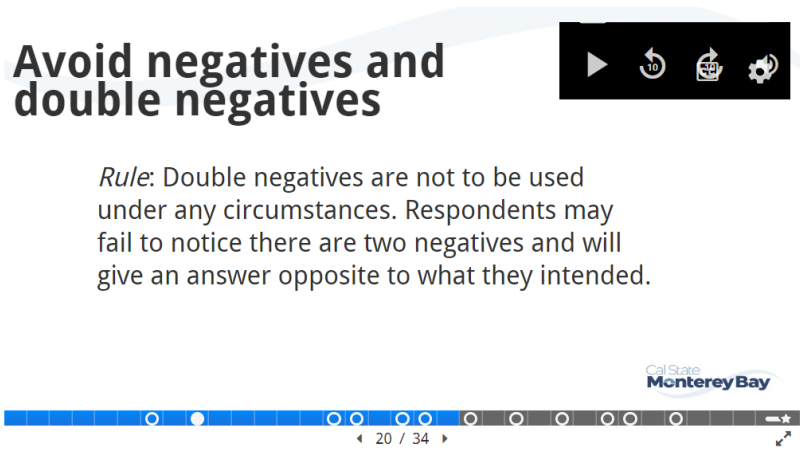
Audio:

"Fill in the missing words with good or bad"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid negatives and double negatives	**Screen #**: 20



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

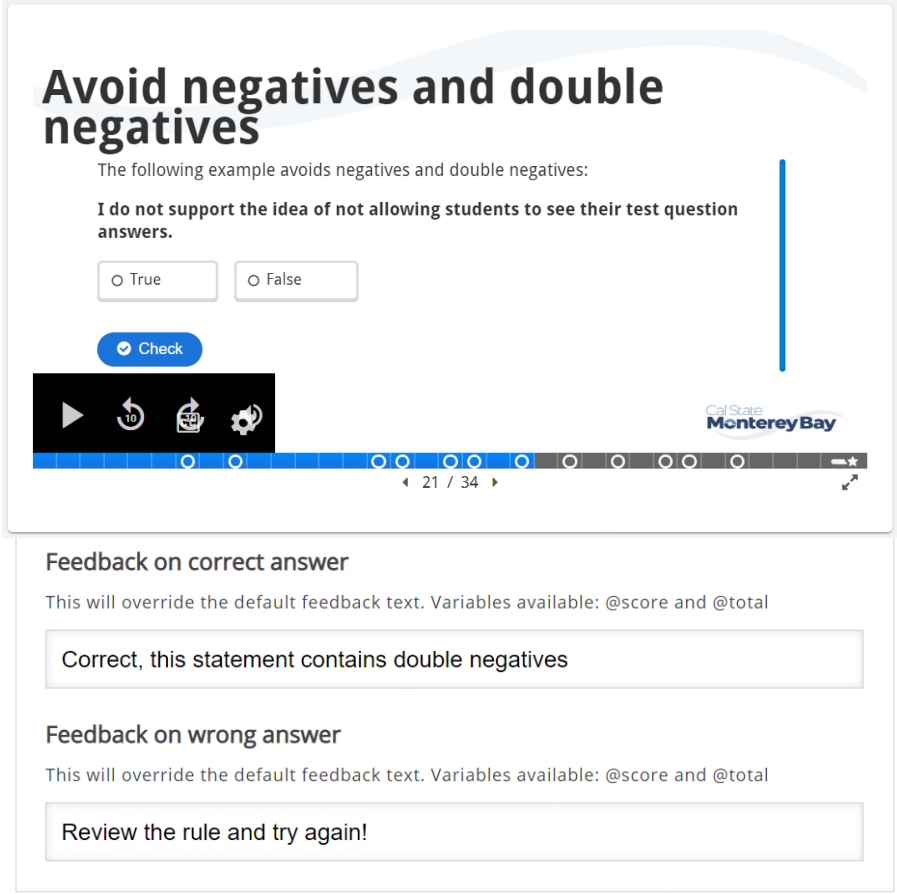
Audio:

"Avoid negatives and double negatives. Rule, double negatives are not to be used under any circumstances. Respondents may fail to notice there are two negatives and will give an answer opposite to what they intend."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid negatives and double negatives	**Screen #**: 21



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

Audio:

"The following example avoids negatives and double negatives, select true or false"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid providing answers that are not mutually exclusive	**Screen #**: 22

Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

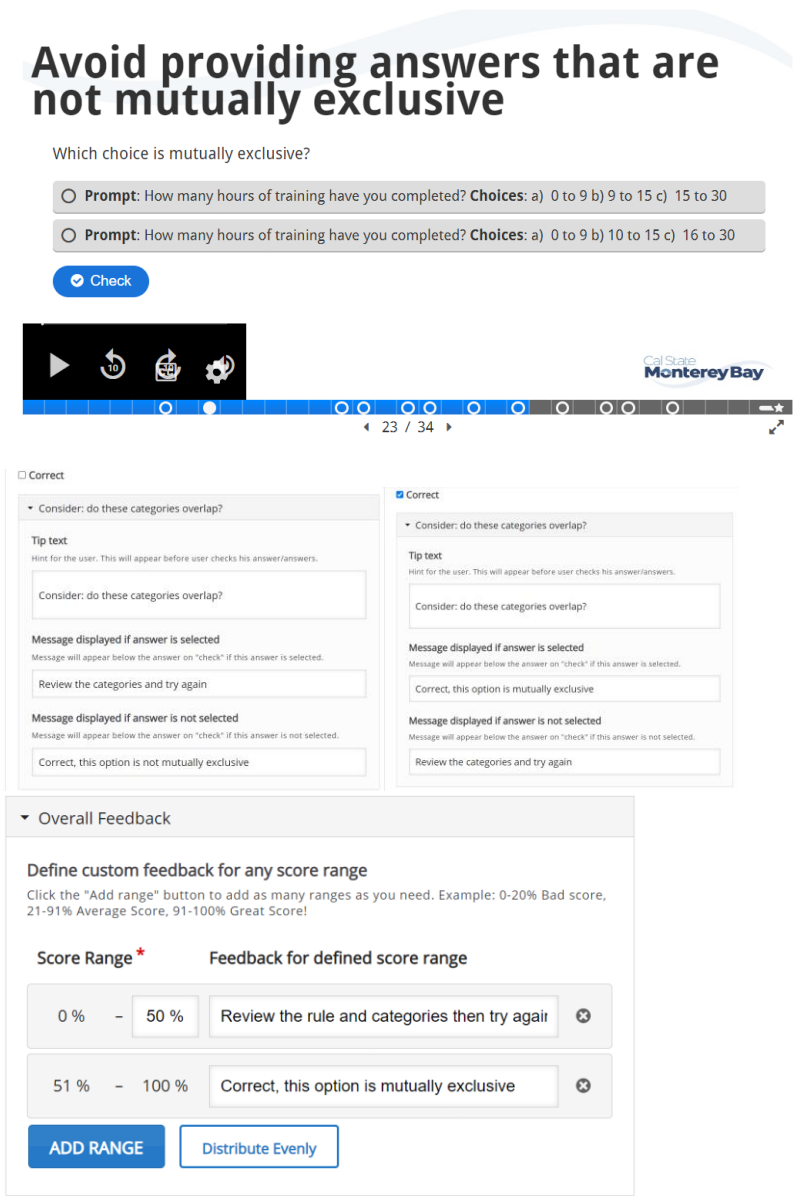
Audio:

"Avoid providing answers that are not mutually exclusive. Rule, make certain that there is only one possible response to a question"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid providing answers that are not mutually exclusive	**Screen #**: 23



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

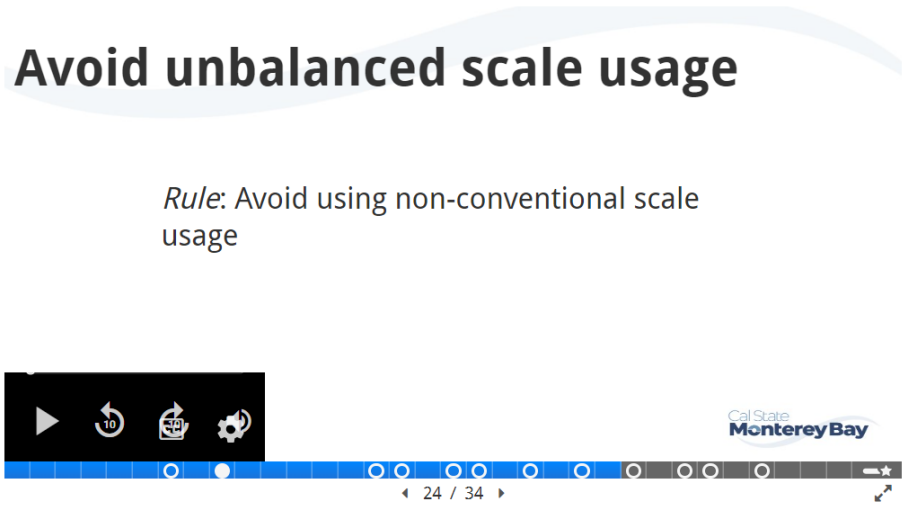
Audio:

"Select the answer that is mutually exclusive"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid unbalanced scale usage	**Screen #**: 24



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

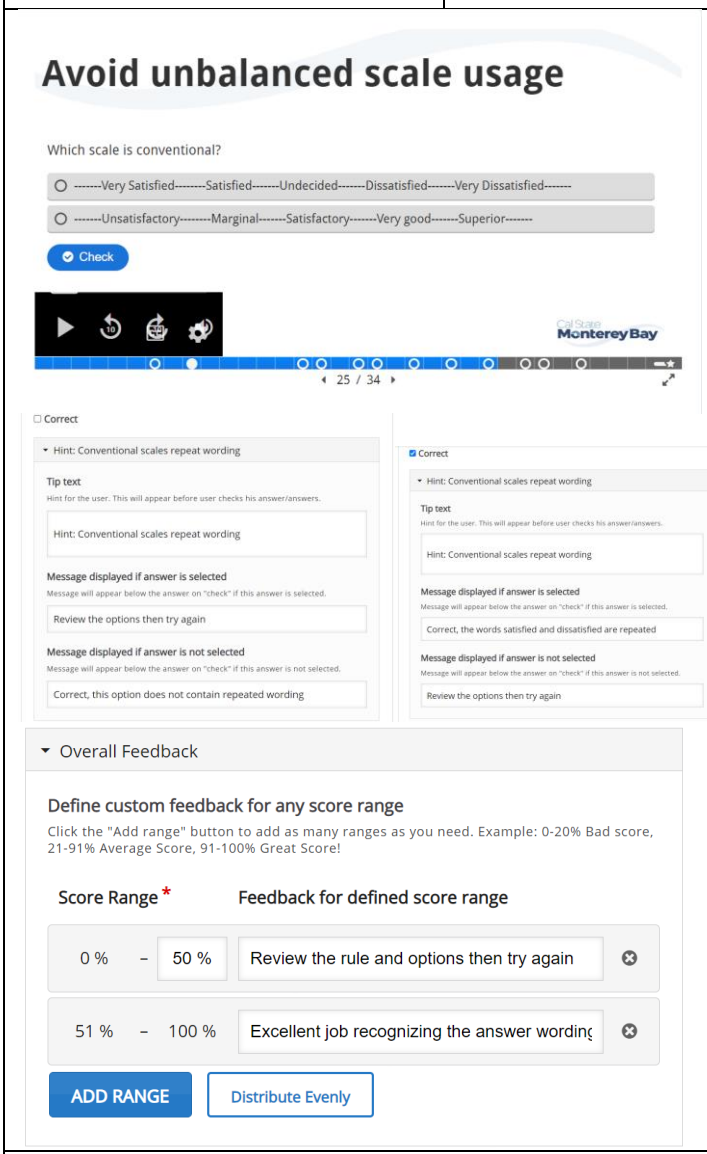
Audio:

"Avoid unbalanced scale usage. Rule, avoid using non-conventional scale usage."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid unbalanced scale usage	**Screen #**: 25



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

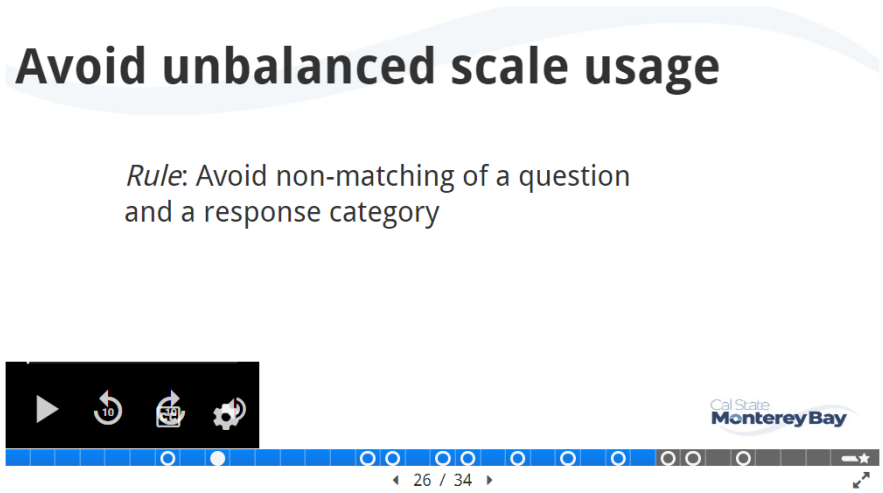
Audio:

"Which scale is conventional? Select your answer."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid unbalanced scale usage	**Screen #**: 26



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

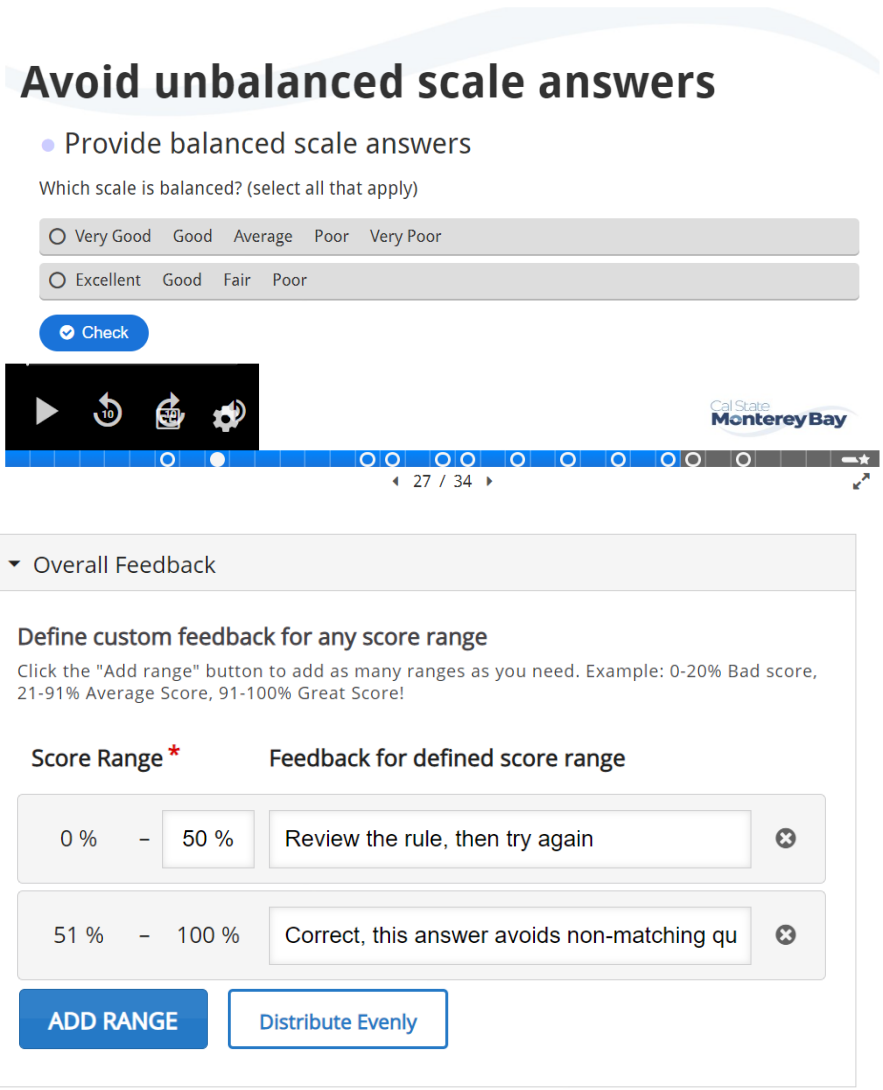
Audio:

"Avoid unbalanced scale usage. Rule, Avoid non-matching of a question and a response category."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid unbalanced scale usage	**Screen #**: 27



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

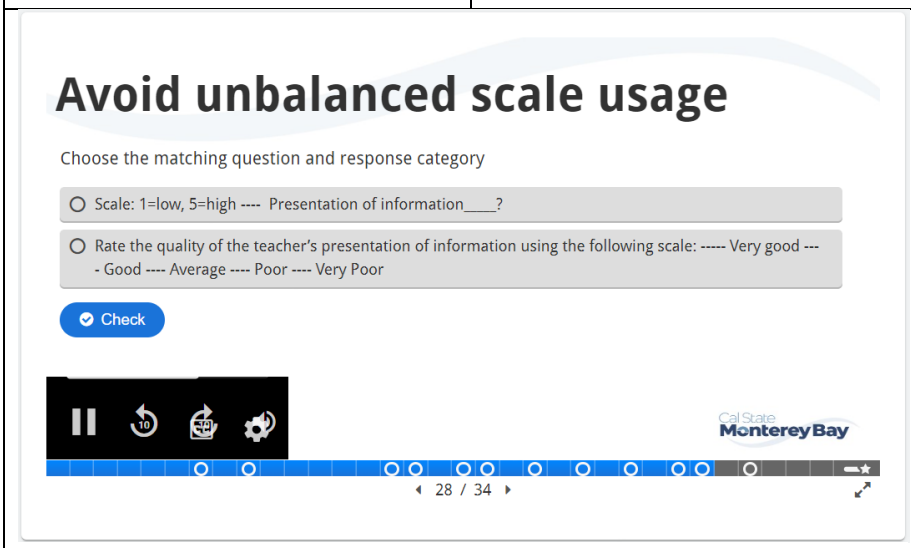
Audio:

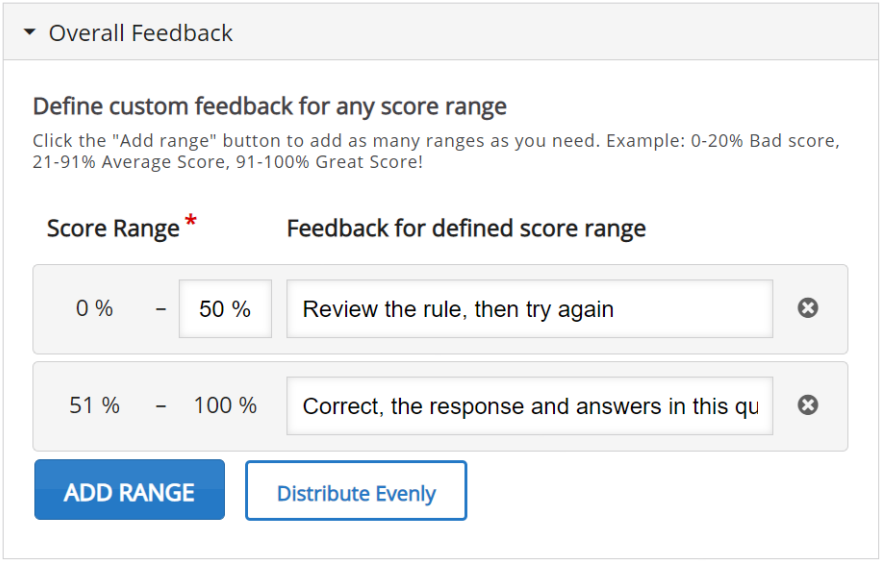
"Avoid unbalanced scale answers. Provide balanced scale answers"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Avoid unbalanced scale usage	**Screen #**: 28





Graphic Info:

Media:
Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

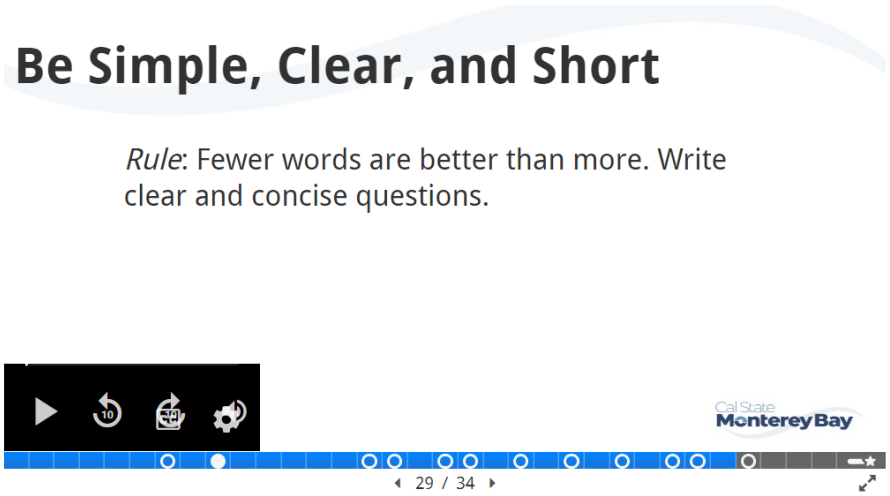
Audio:

"Choose the matching question and response category"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Be Simple, Clear, and Short	**Screen #**: 29



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

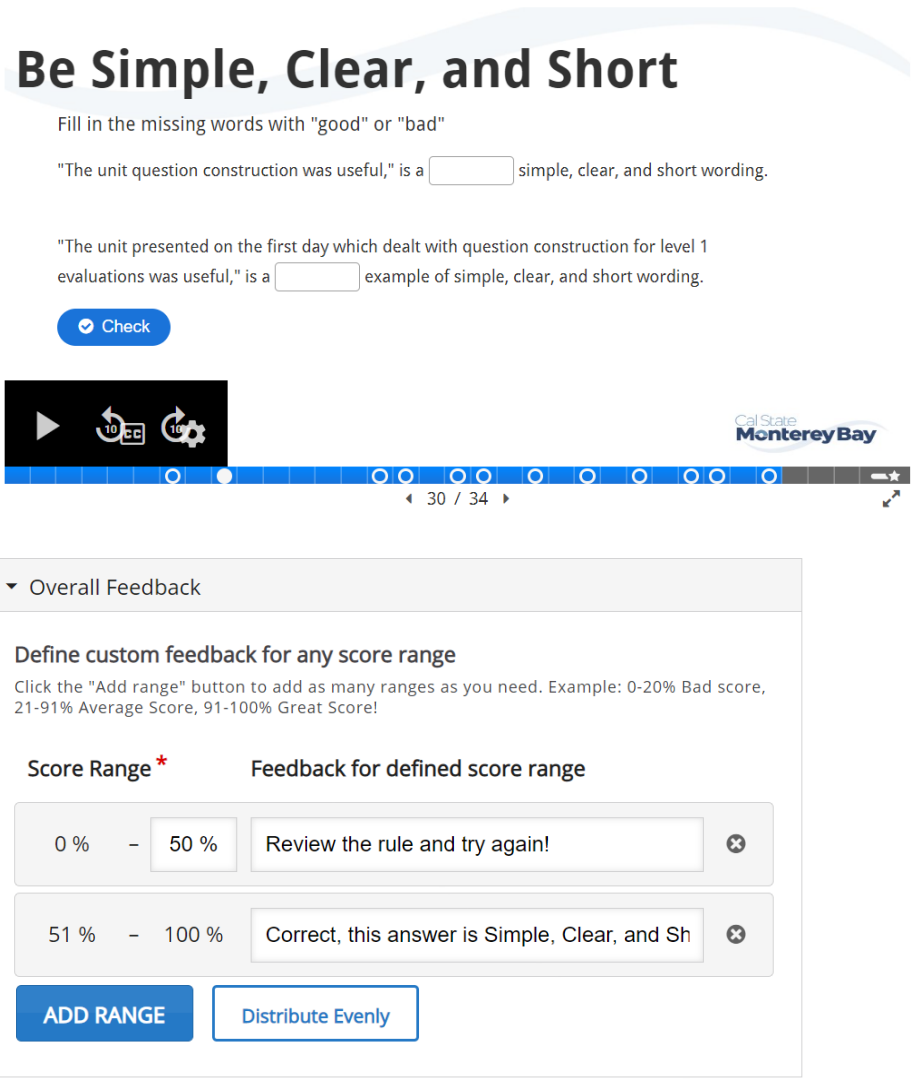
Audio:

"Be Simple, Clear, and Short. Fewer words are better than more. Write clear and concise questions."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Be Simple, Clear, and Short	**Screen #**: 30



Graphic Info:

Media: Interactive activity, directional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

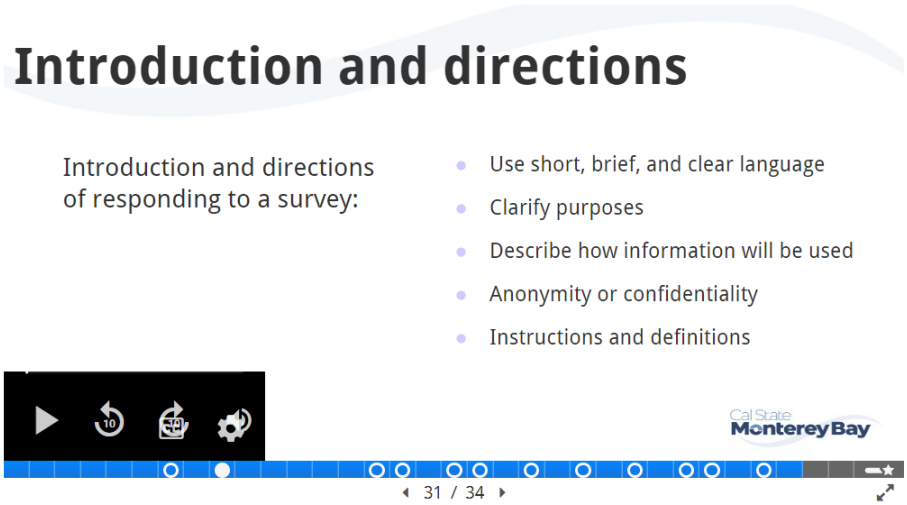
Audio:

"Fill in the missing words with good or bad"

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Introduction and directions	**Screen #**: 31



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

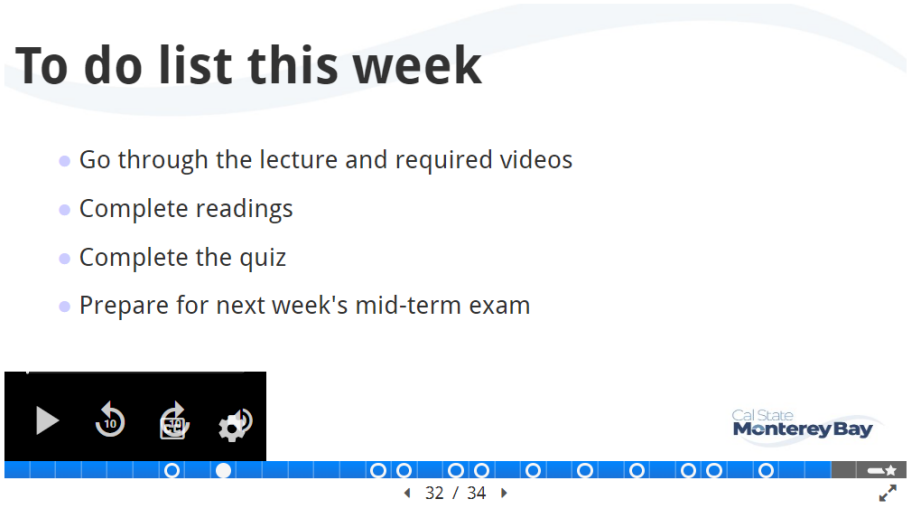
Audio:

"Besides developing good survey questions, having a clear introduction and directions of responding, is also important as shown on this slide. Other things you want to pay attention to include: 1. when to administer the questionnaire, 2. who should administer, 3. how much time to allow, 4. anonymity or confidentiality, 5. how to ensure a high response rate."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: To do list this week	**Screen #**: 32



Graphic Info:

Media: Instructional on-screen text, background image and audio

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

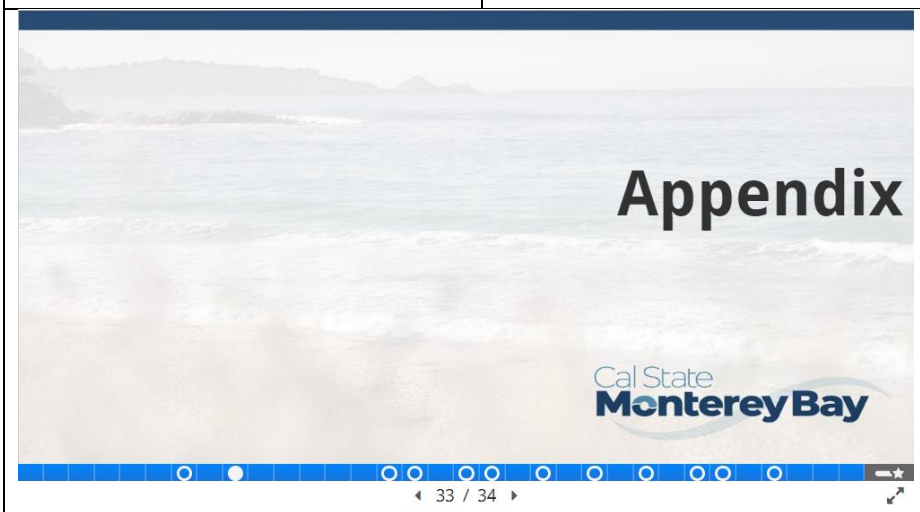
Audio:

"Reliability, validity, and data collection methods are very useful and practical topics that you face a lot in your professional career. Having a good grasp on this week's content will benefit you lifelong. If you have any questions post in the instructor Q&A forum; unless they are specific to you only. Have a nice week."

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Appendix	**Screen #**: 33



Graphic Info:

Media: (on-screen text, images, videos, audio, etc.)

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

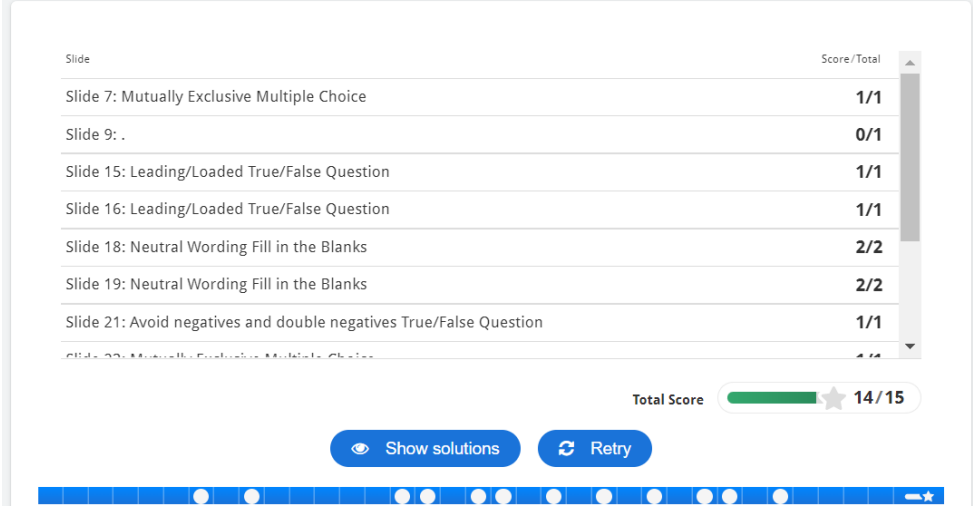
Audio:

N/A

IST526 Storyboard:

IST622 Questionnaire Development

Project Name: Questionnaire Development	**Screen Title**: Score / Total	**Screen #**: 34



Graphic Info:

Media: (on-screen text, images, videos, audio, etc.)

Navigation:

Linear (next and previous or table of contents)

Reviewer Comments:

Audio:

N/A