IST526 Storyboard:

IST622 Questionnaire Development

Course Title: IST622 Questionnaire Development

Client: California State University, Monterey Bay

Instructor: Dr. Su Bude

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
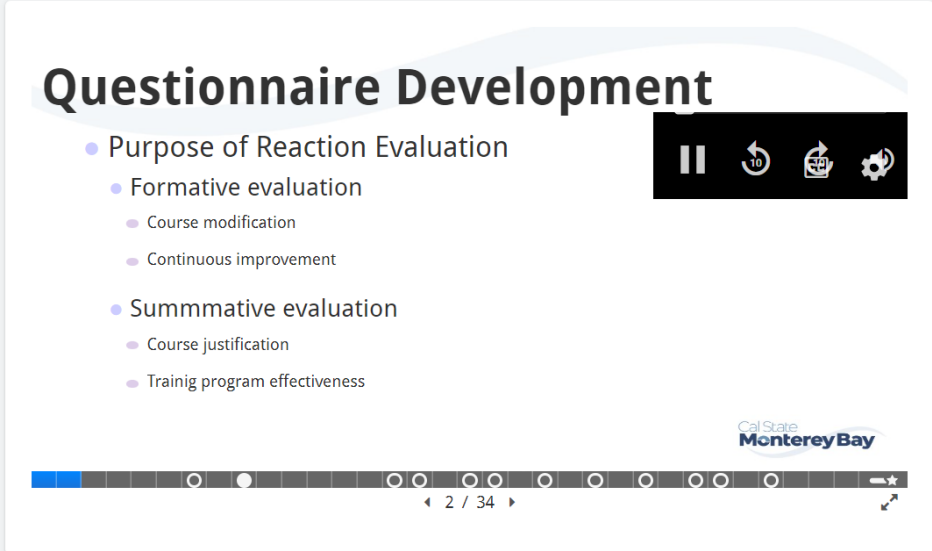
Due Date: 5.15.24

IST526 Storyboard:

IST622 Questionnaire Development

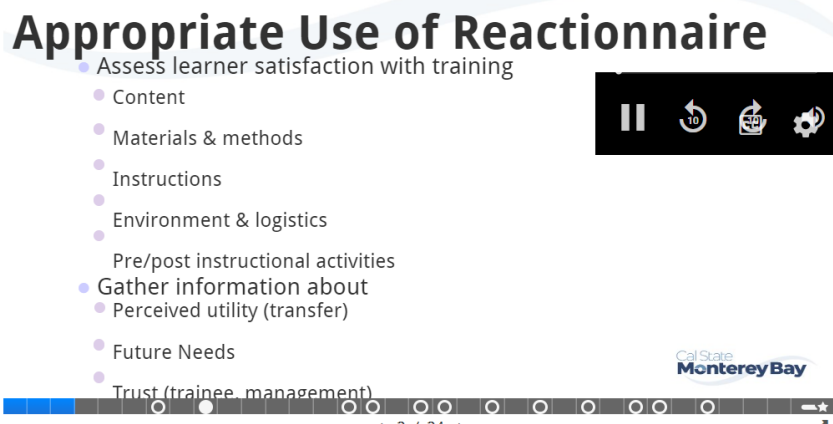| **Project Name**: Questionnaire Development	**Screen Title**: Cal State Monterey Bay Questionnaire Development	**Screen #**: 1
		Graphic Info:
		Media: Title on-screen text, background image and audio
		Navigation:
		Linear (next and previous or table of contents)
		Reviewer Comments:
Audio:		
"In 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:

Questionnaire Development

- Purpose of Reaction Evaluation
  - Formative evaluation
    - Course modification
    - Continuous improvement
  - Summmative evaluation
    - Course justification
    - Trainig program effectiveness

Cal State Monterey Bay

2 / 34

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."
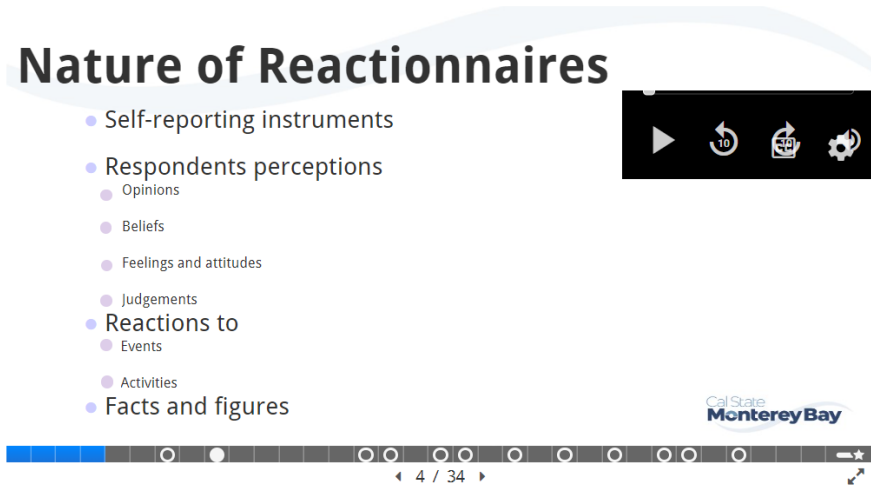
IST526 Storyboard:

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."
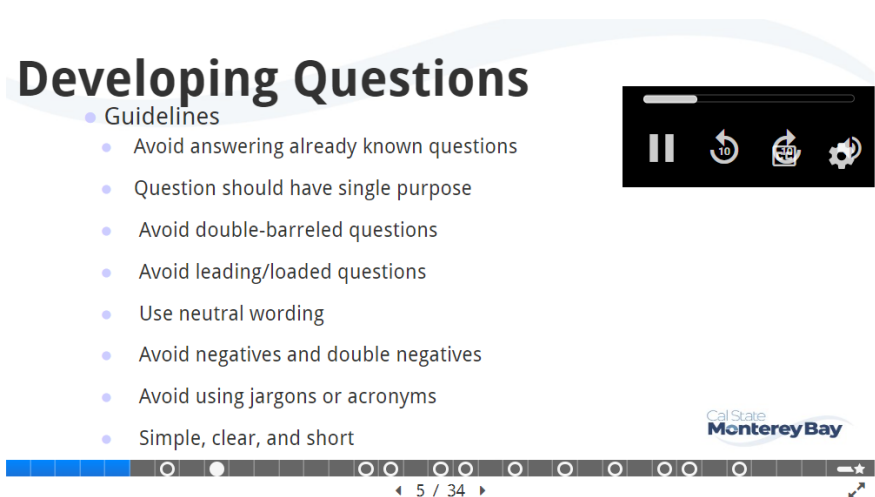
IST526 Storyboard:

IST622 Questionnaire Development

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

	Graphic Info:
Nature of Reactionnaires • Self-reporting instruments • Respondents perceptions 　• Opinions 　• Beliefs 　• Feelings and attitudes 　• Judgements • Reactions to 　• Events 　• Activities • Facts and figures Cal State Monterey Bay ◀ 4 / 34 ▶	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."
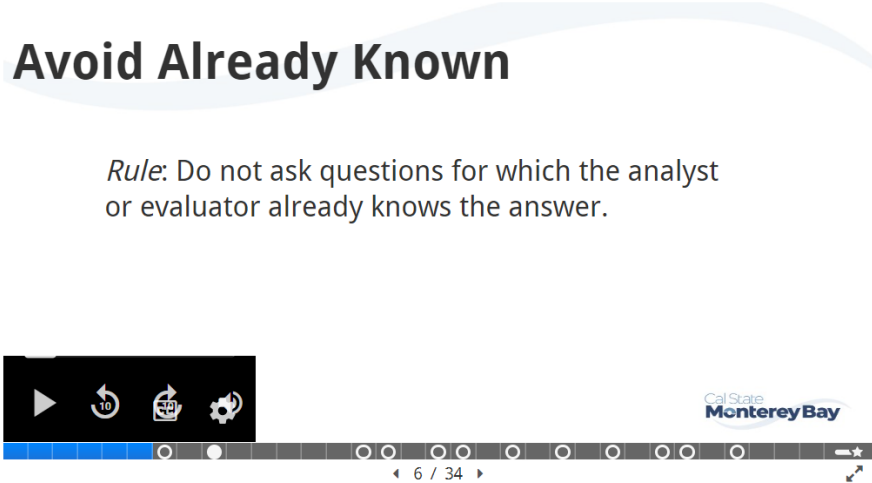
IST526 Storyboard:

IST622 Questionnaire Development

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

	Graphic Info:

Developing Questions
● Guidelines
  ● Avoid answering already known questions
  ● Question should have single purpose
  ● Avoid double-barreled questions
  ● Avoid leading/loaded questions
  ● Use neutral wording
  ● Avoid negatives and double negatives
  ● Avoid using jargons or acronyms
  ● Simple, clear, and short
 	
Cal State **Monterey Bay**
◄ 5 / 34 ►
	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:
Avoid Already Known *Rule*: Do not ask questions for which the analyst or evaluator already knows the answer. ▶ ⟲ ⤴ ⚙ ◀ 6 / 34 ▶ Cal State Monterey Bay		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:

Avoid Already Known

Select the example that "avoids the already known":

○ The training facilities were conducive to my learning.

○ The training room was crowded

✓ Check

◀ 7 / 34 ▶

Cal State
Monterey Bay

▼ Overall Feedback

Define custom feedback for any score range

Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score!

Score Range *   Feedback for defined score range

| 0 % | – | 80 % | Review the rule and try again | ⊗ |
| 81 % | – | 100 % | This example avoids the already known. | ⊗ |

ADD RANGE   Distribute Evenly
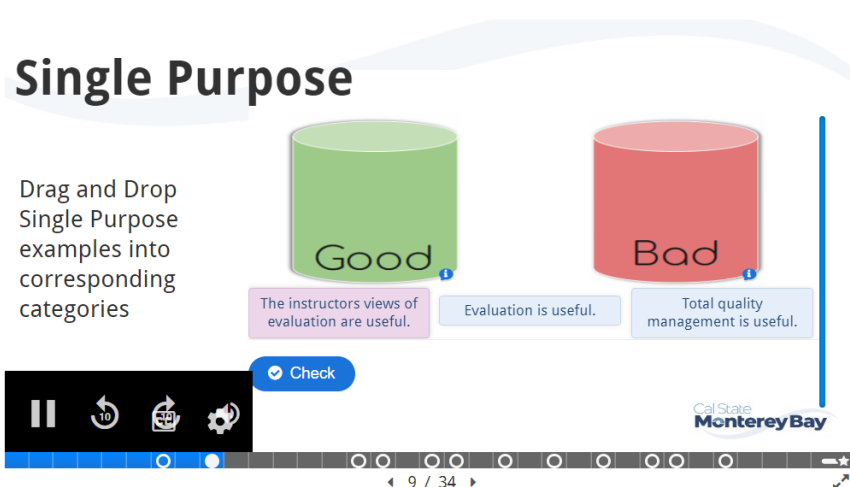
Audio:

"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:
Single Purpose *Rule*: Separate issues from sources ▶ ↺ ⤴ ⚙ 8 / 34 ▸ Cal State Monterey Bay	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"
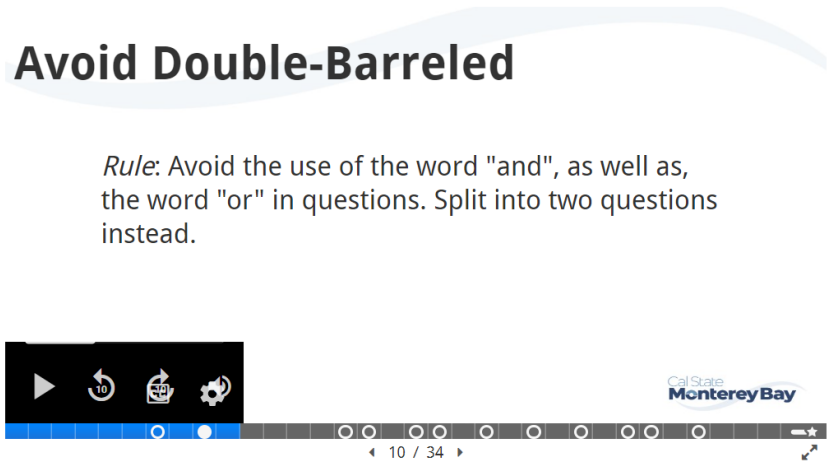
IST526 Storyboard:

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"
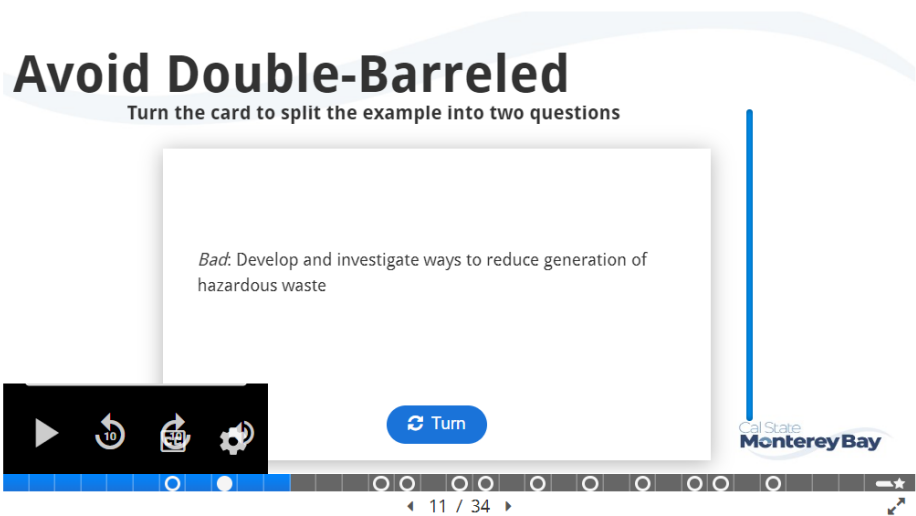
IST526 Storyboard:

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."
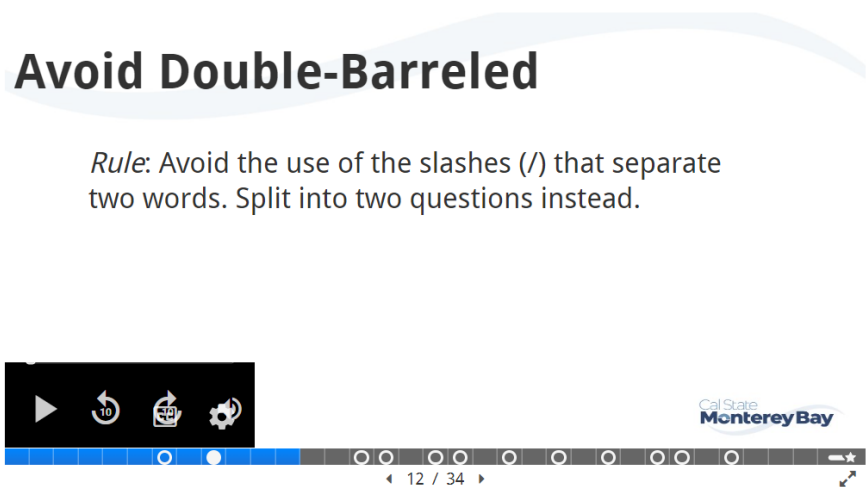
IST526 Storyboard:

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"		
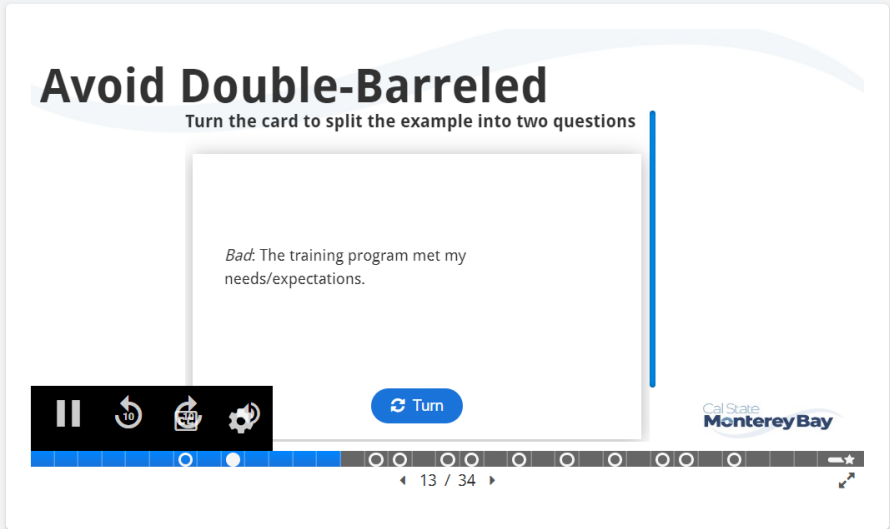
IST526 Storyboard:

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."		
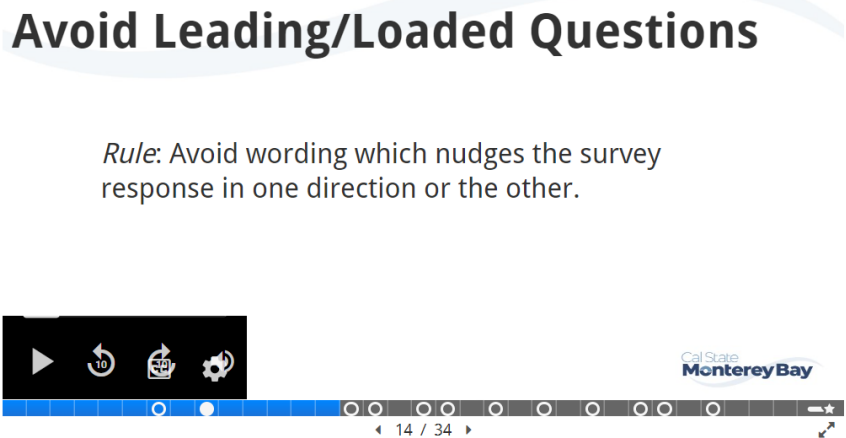
IST526 Storyboard:

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:
## Avoid Leading/Loaded Questions The following is a good example of avoiding a leading/loaded question: **Training is important to career advancement.** ○ True ○ False ✔ Check ▶ ↺ ↻ ⚙ ◀ 15 / 34 ▶ Cal State Monterey Bay Feedback on correct answer This will override the default feedback text. Variables available: @score and @total Correct, this statement does not contain words that nudge the survey respon: Feedback on wrong answer This will override the default feedback text. Variables available: @score and @total Does this statement does not contain words that nudge the survey response	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"
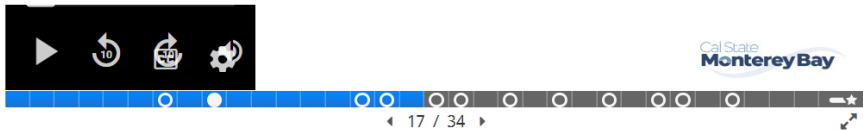
IST526 Storyboard:

IST622 Questionnaire Development

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

	Graphic Info:
## Avoid Leading/Loaded Questions The following is a good example of avoiding a leading/loaded question: **Generally, training is extremely important for career advancement.** ○ True ○ False ✓ Check ⏸ ↺ ↻ 🔊 Cal State Monterey Bay ◄ 16 / 34 ► **Feedback on correct answer** This will override the default feedback text. Variables available: @score and @total Try again. Does this statement contain words that nudge the survey response **Feedback on wrong answer** This will override the default feedback text. Variables available: @score and @total Correct, this statement does contain words that nudge the survey response in	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:

Use Neutral Wording

Rule: A subjective tone introduces bias and slants respondents' answers or discredits the objectivity of the instrument.

Cal State Monterey Bay

17 / 34

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:
Avoid negatives and double negatives Fill in the missing words with "good" or "bad" "My department is ready to conduct a program review." is an example of [____] neutral wording use. "My department is not ready to conduct a program review", is an example of [____] use of neutral wording. ✓ Check ▶ ↺ ⤴ ⚙ Cal State **Monterey Bay** ◀ 19 / 34 ▶ ▼ Overall Feedback Define custom feedback for any score range Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score! Score Range * Feedback for defined score range 0 % – 50 % Review the next slide and try again ⊗ 51 % – 100 % Double negatives could introduce bias avoid ⊗ ADD RANGE Distribute Evenly		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:
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 intended. Cal State Monterey Bay ◄ 20 / 34 ►	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"
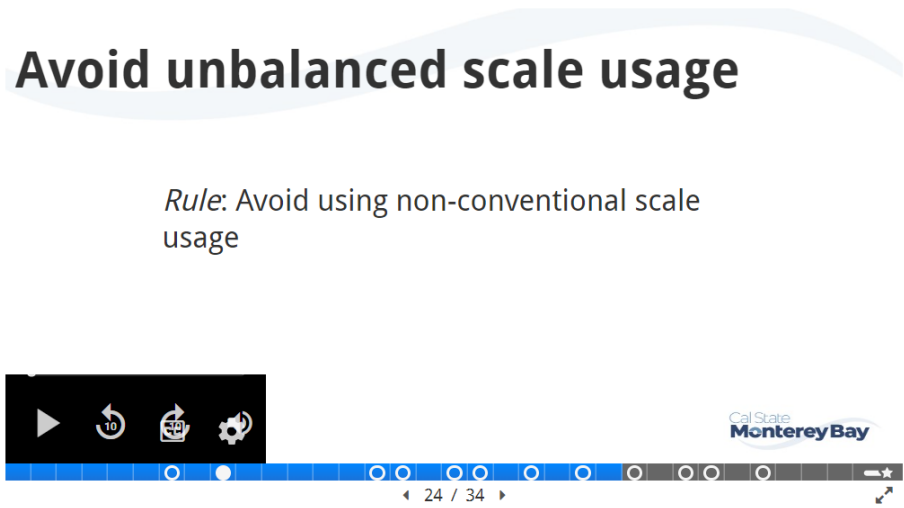
IST526 Storyboard:

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:

Avoid providing answers that are not mutually exclusive

Rule: Make certain that there is only one possible response to a question.

Cal State
Monterey Bay

◀ 22 / 34 ▶

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:
## Avoid providing answers that are not mutually exclusive	Media: Interactive activity, directional on-screen text, background image and audio
Which choice is mutually exclusive?	
○ **Prompt**: How many hours of training have you completed? **Choices**: a) 0 to 9 b) 9 to 15 c) 15 to 30	
○ **Prompt**: How many hours of training have you completed? **Choices**: a) 0 to 9 b) 10 to 15 c) 16 to 30	
✓ Check	
23 / 34	**Navigation**:
☐ Correct	Linear (next and previous or table of contents)
▾ Consider: do these categories overlap?	
Tip text	
Hint for the user. This will appear before user checks his answer/answers.	
Consider: do these categories overlap?	
Message displayed if answer is selected	
Message will appear below the answer on "check" if this answer is selected.	
Review the categories and try again	
Message displayed if answer is not selected	
Message will appear below the answer on "check" if this answer is not selected.	
Correct, this option is not mutually exclusive	
☑ Correct	
▾ Consider: do these categories overlap?	
Tip text	
Hint for the user. This will appear before user checks his answer/answers.	
Consider: do these categories overlap?	
Message displayed if answer is selected	
Message will appear below the answer on "check" if this answer is selected.	
Correct, this option is mutually exclusive	
Message displayed if answer is not selected	
Message will appear below the answer on "check" if this answer is not selected.	
Review the categories and try again	
▾ Overall Feedback	**Reviewer Comments**:
Define custom feedback for any score range	
Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score!	
Score Range * Feedback for defined score range	
0 % – 50 % Review the rule and categories then try again ⊗	
51 % – 100 % Correct, this option is mutually exclusive ⊗	
ADD RANGE Distribute Evenly	

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:
Avoid unbalanced scale usage *Rule*: Avoid using non-conventional scale usage 24 / 34 Cal State Monterey Bay	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:
## Avoid unbalanced scale usage *Rule*: Avoid non-matching of a question and a response category Cal State Monterey Bay ◄ 26 / 34 ►	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:
Avoid unbalanced scale answers ● Provide balanced scale answers Which scale is balanced? (select all that apply) ○ Very Good Good Average Poor Very Poor ○ Excellent Good Fair Poor ✓ Check 27 / 34 ▼ Overall Feedback **Define custom feedback for any score range** Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score! Score Range * Feedback for defined score range 0 % – 50 % Review the rule, then try again ⊗ 51 % – 100 % Correct, this answer avoids non-matching qu ⊗ ADD RANGE Distribute Evenly		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:

Avoid unbalanced scale usage

Choose the matching question and response category

○ Scale: 1=low, 5=high ---- Presentation of information____?

○ Rate the quality of the teacher's presentation of information using the following scale: ----- Very good ---- Good ---- Average ---- Poor ---- Very Poor

✓ Check

Cal State Monterey Bay

◄ 28 / 34 ►

▼ Overall Feedback

Define custom feedback for any score range

Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score!

Score Range *	Feedback for defined score range	
0 % – 50 %	Review the rule, then try again	⊗
51 % – 100 %	Correct, the response and answers in this qu	⊗

ADD RANGE   Distribute Evenly

Audio:
"Choose the matching question and response category"

IST526 Storyboard:

IST622 Questionnaire Development

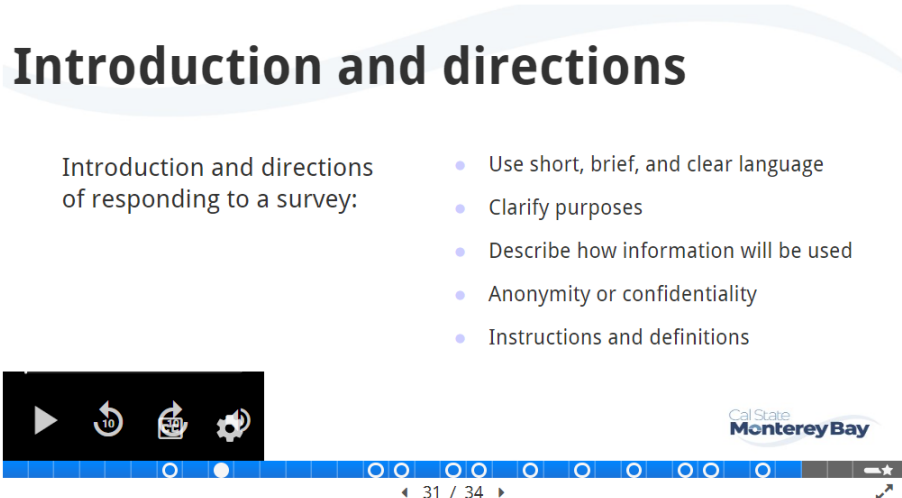| **Project Name**: Questionnaire Development	**Screen Title**: Be Simple, Clear, and Short	**Screen #**: 29
		Graphic Info:
## Be Simple, Clear, and Short *Rule*: Fewer words are better than more. Write clear and concise questions. Cal State Monterey Bay 29 / 34		Media: Instructional on-screen text, 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:

Be Simple, Clear, and Short

Fill in the missing words with "good" or "bad"

"The unit question construction was useful," is a [   ] simple, clear, and short wording.

"The unit presented on the first day which dealt with question construction for level 1 evaluations was useful," is a [   ] example of simple, clear, and short wording.

✔ Check

▶ ⟲ CC ⟳ ⚙

Cal State
Monterey Bay

◀ 30 / 34 ▶

▾ Overall Feedback

Define custom feedback for any score range

Click the "Add range" button to add as many ranges as you need. Example: 0-20% Bad score, 21-91% Average Score, 91-100% Great Score!

Score Range *   **Feedback for defined score range**

0 % – 50 %	Review the rule and try again!	✕
51 % – 100 %	Correct, this answer is Simple, Clear, and Sh	✕

ADD RANGE   Distribute Evenly
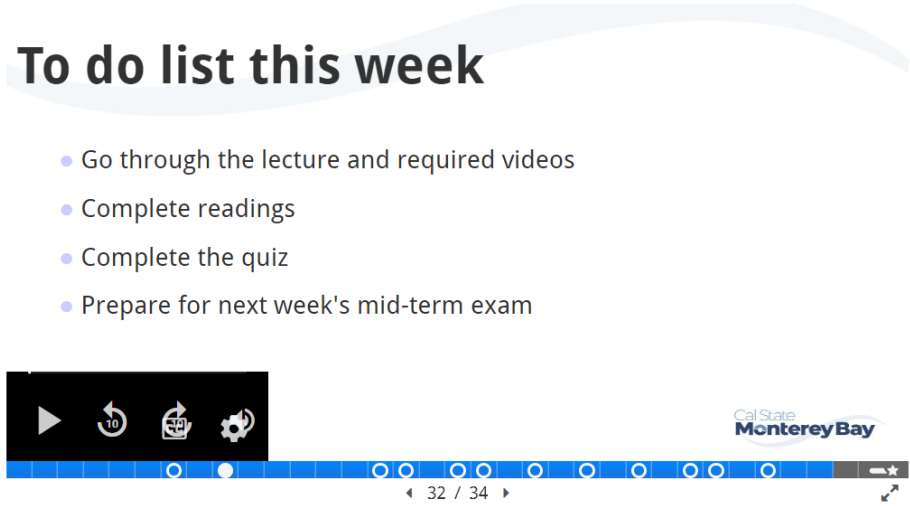
Audio:

"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."
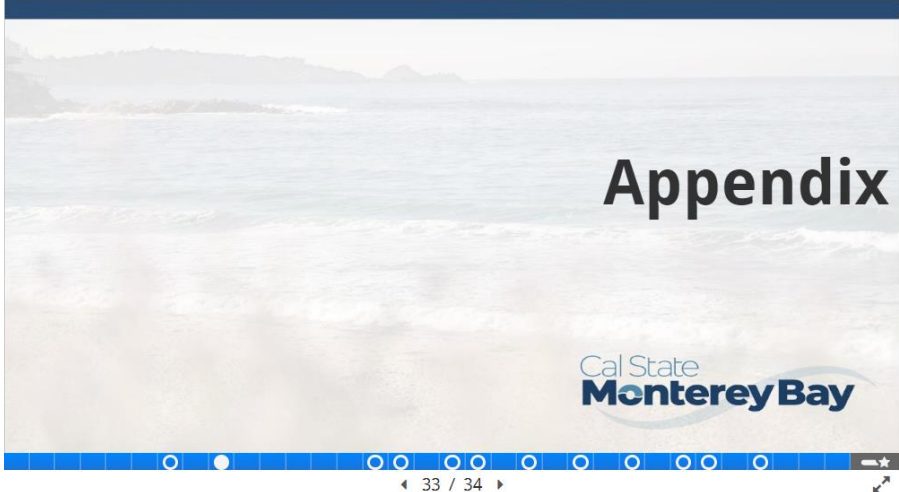
IST526 Storyboard:

IST622 Questionnaire Development

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

	Graphic Info:
To do list this week • Go through the lecture and required videos • Complete readings • Complete the quiz • Prepare for next week's mid-term exam Cal State Monterey Bay ◀ 32 / 34 ▶	**Media:** Instructional on-screen text, background image and audio
	Navigation:
	Linear (next and previous or table of contents)
	Reviewer Comments:

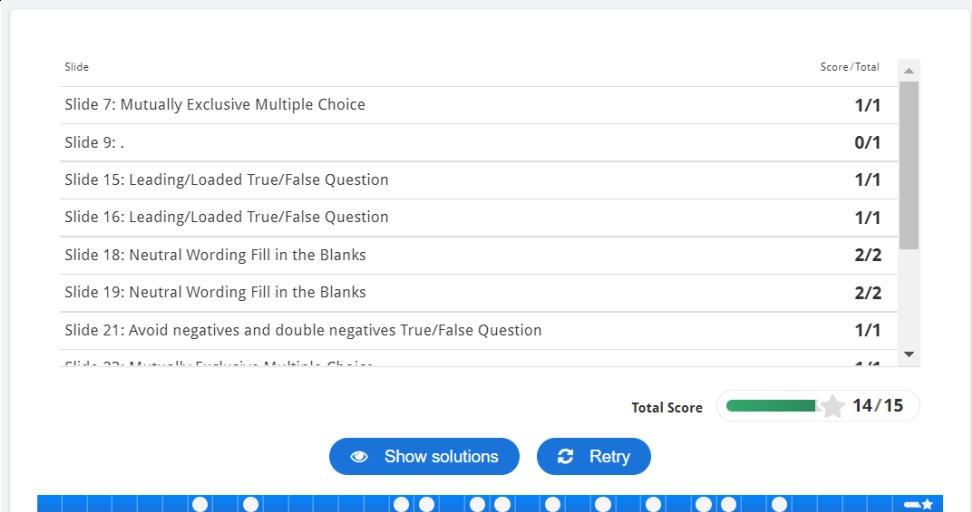| **Audio**: |
|---|
| "Reliability, validity, and data collection methods are very useful and practical topics that you face a lot in your professional career. Having a good grasp on this week's content will benefit you lifelong. If you have any questions post in the instructor Q&A forum; unless they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