Questionnaire Design

Dr Vibhash Kumar

"It is not every question that deserves an answer."

Publius Syrus (roman,1st century B.C.)

A QUESTIONNAIRE IS ONLY AS GOOD AS THE QUESTIONS IT ASKS

A Good Questionnaire Appears

- As easy to compose as a good poem
- But, it is usually the result of long, painstaking work

The Major Decisions in Questionnaire Design

- 1. What should be asked?
- 2. How should each question be phrased?
- 3. In what sequence should the questions be arranged?
- 4. What questionnaire layout will best serve the research objectives?
- 5. How should the questionnaire be pretested? Does the questionnaire need to be revised?

What Should Be Asked?

- Questionnaire relevance
- Questionnaire accuracy

Open Ended Questions

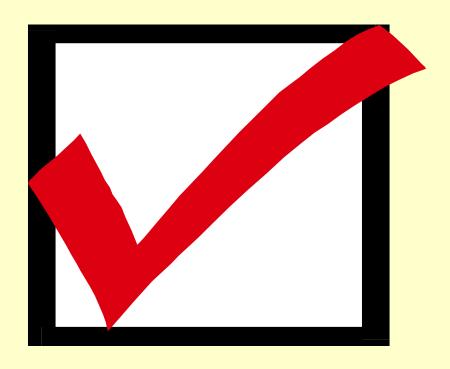
- What names of local banks can you think of?
- What comes to mind when you look at this advertisement?
- In what way, if any, could this product be changed or improved? I'd like you to tell me anything you can think of, no matter how minor it seems.
- What things do you like most about working for Federal Express? What do you like least?
- Why do you buy more of your clothing in H &M than in other stores?
- How would you describe your supervisor's management style?
- Please tell us how our stores can better serve your needs

Phrasing Questions

- Open-ended questions
- Fixed-alternative (Closed) questions

Developing a Questionnaire

- No hard and fast rules
- Only guidelines



Avoid Complexity

- When effluents from a paper mill can be drunk and exhaust from factory smokestacks can be breathed, then humankind will have done a good job in saving the environment.
 ... Don't you agree that what we want is zero toxicity: no effluents?
- The stock market is too risky to invest in these days.

Avoid leading questions

- Many people are using dry cleaning less because of improved wash-and-wear clothes. How do you feel wash-and-wear clothes have affected your use of dry cleaning facilities in the past 4 years?
- Use less No change Use more
 - Do accounting graduates who attended state universities, such as Washington State University, make better auditors?

Avoid loaded questions

- Where did you rank academically in your high school graduating class?
 - Top quarter
 - 2nd quarter
 - 3rd quarter
 - 4th quarter

Avoid ambiguity

- Please check which, if any, of the following sources of information about investments you **regularly** use.
- What media do you rely on most?
 - Television
 - Radio
 - Internet
 - Newspapers

Avoid double-barreled items

• Did your plant use any commercial feed or supplement for livestock or poultry in 2010?

- Yes No

Avoid making assumptions

• Should General Electric continue to pay its outstanding quarterly dividends?

- Yes No

Avoid burdensome questions

• Do you recall any commercials on that program?

• What brands were advertised?

1. Do you believe that private citizens have the right to own firearms to defend themselves, their families, and property from violent criminal attack?

Yes No Undecided

2. Do you believe that a ban on the private ownership of firearms would be significantly reduce the number of murders and robberies in your community?

Yes No Undecided

1a. How many years have you been playing Number of years:b. What is your level of play?	tennis on a regular basis?
Novice	Advanced
c. In the last 12 months, has your level of p same or decreased?	play improved, remained the
Improved	Decreased

2a.	Do you belong to a club with tennis facilities? Yes
b.	How many people in your household - including yourself - play tennis? Number who play tennis
3a.	Why do you play tennis? (Please "X" all that apply.)
	To have fun
b.	In the past 12 months, have you purchased any tennis instructional books or video tapes? Yes

Dear Passenger:

Vistara Airlines is pleased to have you on board today.

To help us provide the best service possible, we need to know more about you and your opinions of our service. If you are over 11 years old, we would appreciate it if you would complete this questionnaire.

Your flight attendant will pick up your completed questionnaire shortly.

Thank you.

1.	Please indicate:	Flight number _		Date)		
	At the city wher	e you boarded th	nis partic	cular plane	e, did y	ou mak	e a
COI	Yes, from V	•	1				
	•	Other Airline	2				
	•		3				
	re you a through Boarded he	his plane at the a passenger for we have the series of the	hich that		•	Ť	
		rate the overall s rom your arrival					
Ove	erall Service			Neutral 3			

4. Please rate each of the following with regard to this flight, if applicable.

	Excellent	-	Fair	Poor
Courtesy and Treatment from the:	4	3	2	ı
Care at airport				
Airport Ticket Counter Agent				
Boarding Point (Gate) Agent				
Flight Attendants				
Your Meal or Snack				
Beverage Service				
Seat Comfort				
Carry-On Stowage Space				
Cabin Cleanliness				
Video/Stereo Entertainment				
On-Time Departure				

Questionnaire Design

- Question sequence
 - Order bias
 - Funnel technique
 - Filter bias
- Question layout

Pretesting is Important

4 Common Question Displays

- Radio button
- Drop-down box
- Check box
- Open-ended boxes

Question?

Design a questionnaire to assess positive mental health of an individual.

Thank You!!