

Questionnaire Design

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“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 tennis on a regular basis?

Number of years: _____

b. What is your level of play?

Novice -1

Lower Intermediate -2

Upper Intermediate -3

Advanced -4

Expert -5

Teaching Pro -6

c. In the last 12 months, has your level of play improved, remained the same or decreased?

Improved. -1

Remained the same -2

Decreased. -3

2a. Do you belong to a club with tennis facilities? Yes -1
No -2

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	<input type="text"/>	-1
To stay fit.	<input type="text"/>	-2
To be with friends.	<input type="text"/>	-3
To improve my game . . .	<input type="text"/>	-4
To compete.	<input type="text"/>	-5
To win.	<input type="text"/>	-6

b. In the past 12 months, have you purchased any tennis instructional
books or video tapes? Yes -1
No -2

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 _____

2a. At the city where you boarded this particular plane, did you make a connection from another flight?

Yes, from Vistara	1
Yes, from Other Airline . .	2
No	3

b. Did you board this plane at the airport from which it just took off, or were you a through passenger for which that was an intermediate stop?

Boarded here	1
Through passenger.	2

3. How would you rate the overall service from Vistara for this flight, all things considered, from your arrival at the airport terminal until now?

	Excellent	Good	Neutral	Fair	Poor
Overall Service	5	4	3	2	1

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

	Excellent	Good	Fair	Poor
	4	3	2	1
Courtesy and Treatment from the:				
Care at airport	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Airport Ticket Counter Agent	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Boarding Point (Gate) Agent	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Flight Attendants	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Your Meal or Snack.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Beverage Service	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Seat Comfort.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Carry-On Stowage Space.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cabin Cleanliness	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Video/Stereo Entertainment	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
On-Time Departure	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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!!