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# Making the form

## The design

When designing a questionnaire, a crucial initial step involves identifying the target demographic. In this instance, the participants can be broadly categorised into those with technical expertise and those without.

Technical Participants: These individuals possess a demonstrable level of competence in computer systems and software development. Their experience may range from a foundational understanding to advanced proficiency in software engineering principles and practices.

Non-Technical Participants: This group, conversely, lacks formal training or significant practical experience in software development or computer systems.Accurately classifying participants is paramount for tailoring the questionnaire's language and complexity, ensuring its accessibility and relevance. While a direct "yes/no" question could offer a rudimentary classification, a more nuanced approach is preferable. This could involve a preliminary assessment of participants' educational background, professional experience, or self-reported technical skills. For example, participants could be asked to rate their proficiency in specific software or programming languages, or to describe their experience with software development methodologies.

How to write a good questionnaireCrafting an effective questionnaire necessitates meticulous attention to detail and adherence to established best practices. The following principles are crucial.

Relevance: Each question must directly contribute to the research objectives, avoiding extraneous or tangential inquiries (e.g., "do you like butter on your toast?").

Conciseness: Questions should be brief and to the point, minimising cognitive load and maximising participant engagement.Clarity: Employing straightforward, unambiguous language is essential. Avoid jargon, technical terms, or overly complex sentence structures that may confuse respondents.

Logical Sequencing: Questions should be arranged in a logical order, progressing from general to specific, and grouping related items thematically.

Sensitivity: Handle sensitive or confidential data (e.g., personal information) with the utmost care, adhering to ethical guidelines and data protection regulations.

Neutrality: Questions should be phrased in a neutral, unbiased manner, avoiding leading questions or those that may influence responses.

Pilot Testing: Before widespread distribution, the questionnaire should be rigorously tested with a representative sample to identify any potential ambiguities, inconsistencies, or areas for improvement.

## Question Types:

Closed Questions: These offer pre-defined response options, facilitating quantitative analysis and minimising response variability.

Open Questions: While valuable for gathering rich, qualitative data, these require more time and effort from participants and are more challenging to analyse systematically. Their use should be judicious and purposeful. It is important to note that closed questions, whilst easier to analyse, can sometimes force respondents into categories that don't truly reflect their views. Therefore, a balance of both is often advocated.Response Scales: When using scales (e.g., Likert scales), avoid a neutral midpoint (e.g., "neither agree nor disagree") to encourage respondents to express a definite opinion.

Where to write the questionnaire, Several platforms are available for creating and hosting online questionnaires. While platforms like Microsoft Forms offer branching logic and integration with other Microsoft products, my proficiency lies in leveraging Google Forms. This platform provides a user-friendly interface, robust data analysis capabilities, and seamless accessibility for participants. The selection of a platform should be driven by factors such as the researcher's familiarity, the platform's features branching logic, data export options, and its compliance with data protection regulations.

## What questions to include

The questionnaire should elicit information relevant to the research objectives. At a minimum, it should include the following:

Participant Identification: An email address and name are necessary for tracking responses and, if applicable, for follow-up communication. However, it's vital to consider data protection and anonymity requirements.

Technical Background: Questions regarding the participant's current employment or education are essential for categorising them as technical or non-technical. This section could be expanded to include specific questions about their experience with relevant technologies, programming languages, or software development methodologies.

Website Evaluation: Questions should assess the quality, usability, robustness, and aesthetic appeal (styles and colours) of the website under evaluation. These questions should be carefully crafted to elicit specific, actionable feedback.

Form Evaluation: An overview of the form itself is needed to gauge the accuracy and reliability of the collected data. This could include questions about the clarity of instructions, the ease of navigation, and the perceived length and complexity of the questionnaire.