

Unit 6

I have gotten important insights into the numerous facets of designing a good questionnaire throughout this unit on questionnaire design. The unit began by distinguishing between a questionnaire and a survey. While a survey entails the full collection and analysis of data, a questionnaire is the set of questions used to perform the survey (Bhat, 2021).

One feature that stuck out to me was the emphasis on questionnaire flexibility in getting information from respondents via multiple mediums. However, Dawson (2015) argues that questionnaires are known for their low response rate, with most achieving barely a 5% response rate.

References

Bhat, A. (2021) Questionnaire vs survey: Is there a difference?. Questionpro. Available from: <https://www.questionpro.com/blog/questionnaire-vs-survey-difference/> [Accessed 2 August 2023].

Dawson, C. (2015) *Projects in Computing and Information Systems: A Student's Guide*. Harlow: Pearson. Available from: <https://essexonline.vitalsource.com/reader/books/9781292081120/pageid/45> [Accessed 1 August 2022].