



Source . Understand . Research . Evaluate.

Module: Design Your Surveys: Summary

Contents:		
1	Survey Design Issues	<p>1.1. The Population</p> <p>You should ask:</p> <ul style="list-style-type: none">• Who is the population?• Is the population distributed over a wide area?• Is the population literate?• Are there language issues?• Will the population cooperate?
		<p>1.2. The Sample</p> <p>A sample is the subset of a population. It is randomly picked from the population.</p> <p>A sample is used in a survey because it is usually impossible or impractical to survey the entire population.</p> <p>You should ask:</p> <ul style="list-style-type: none">• Where can the respondents be found?• Does the sample represent the population in terms of race, age, gender etc?• Will response rates be a problem?
		<p>1.3. Administrative</p> <p>Based on the sample size and survey method, do you have sufficient time, budget, manpower, equipment and facilities to perform the survey?</p>
		<p>1.4. Distortion by Interviewers and Respondents</p> <ul style="list-style-type: none">• Will the respondents answer truthfully or will they display social desirability bias?• Will the interviewers distort or suppress the questions and answers because of personal biases and prejudices?• How do you know in a questionnaire survey that the respondent is the person you sent the questionnaire to?
2	Questions used in Surveys	<p>Guidelines for Questions used in Surveys:</p> <ul style="list-style-type: none">• Start with a closed question• Use closed-ended and open-ended questions• Are the respondents familiar with the issues you are asking them about• Avoid leading or loaded questions• Avoid double-barrelled questions• Start with the easy and proceed to the more difficult or sensitive• Start with factual and proceed to the more abstract• Start with general questions and proceed to the more specific questions
3	Designing Questionnaires	<p>Guidelines for Questionnaires:</p> <ul style="list-style-type: none">• The questions in the questionnaire should be clear and easy to understand• Keep it (the questionnaire) short and simple (KISS)• Ensure that your questionnaire is neat with proper spacing between questions• Pre-tested the questionnaire on a small group of people to detect any ambiguity or clarity issues• Be aware of cultural differences and use race/ gender/ sex neutral words• Ensure you have proper spacing between questions



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		<p>Types of Questions:</p> <ul style="list-style-type: none">• Multiple choice questions• Open-ended questions (numeric)• Open-ended questions (free text)• Rating scales• Agreement scales
		<p>Parts of a Questionnaire:</p> <p>A well-design questionnaire will have the following parts:</p> <ul style="list-style-type: none">• Title of the Questionnaire or Problem Statement• Why the research is conducted and instructions• Confidentiality clauses if any• Part A: Demographics of the Respondent• Part B: Questions related to the Research• Part C: Ask for comments or feedback• Part D Thanking the Respondent