

The **Questionnaire** is an instrument for measuring which is used in various data collection methods (commonly used in surveys). The questionnaire may either be **self-administered** or interview-based (**interview schedule**).

Advantages of Interview Schedule over Self-Administered Questionnaire

- The use of the interview schedule is **flexible and adaptable**. It can be used to handle those who are **illiterate** or **too young to read and write**. It also allows for probing and clarification of responses to achieve specific and more accurate responses.
- Obtained information is usually ample since **the interviewer and the interviewee are both present**. The interview schedule can be in person-to-person or person-to-group situation wherein respondent/s can **clarify questions** or interviewer can **clarify answers**. Its use is more appropriate for revealing information about complex, emotionally laden topics or for **probing sentiments underlying an expressed opinion**.
- Interviewer may **note nonverbal as well as verbal behavior** in face-to-face interviews.
- Use of interviewers may result in a much higher response rate than the use of self-administered questionnaires, especially for topics that concern personal qualities or negative feelings. Furthermore, through **callbacks** and **persistence**, interviewers can convince reluctant respondents to participate in the survey.

Advantages of Self-Administered Questionnaire over Interview Schedule

- Does not require the use of interviewers who may potentially increase errors in measurement through biased or fabricated responses when interviewers are poorly-trained and dishonest.
- With the absence of an interviewer, **respondents feel freer to express views** on sensitive issues.
- Respondents are **not pressured to answer immediately** so that they can think more carefully (check records, if necessary) about their responses.
- Does not require the use of interviewers who may potentially increase errors in measurement through biased or fabricated responses when interviewers are poorly-trained and dishonest.
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Type of Questions

- A **close-ended question** is a type of question that includes a list of response categories which the respondent will select his/her answer.
- An **open-ended question** is a type of question that does not include response categories.

Example:

Open-ended:

How did you spend your summer vacation? _____

Closed-ended:

How much money do you spend everyday?

a. Php 0 – 100 b. Php 101 – 200 c. above Php 200

Advantages

Open-Ended	Closed-Ended
<ul style="list-style-type: none">• respondent can freely answer• can elicit feelings and emotions of the respondent• can reveal new ideas and views that the researcher might not have considered• good for complex issues• good for questions whose possible responses are unknown• allows respondent to clarify answers• gets detailed answers• shows how respondents think	<ul style="list-style-type: none">• facilitates tabulation of responses• easy to code and analyze• saves time and money• high response rate since it is simple and quick to answer• response categories make questions easy to understand• can repeat the study and easily make comparisons• avoids irrelevant or inadequate responses• respondents need not be articulate

Disadvantages

Open-Ended	Closed-Ended
<ul style="list-style-type: none">• difficult to tabulate and code• high refusal rate because it requires time and effort on the respondent• respondent needs to be articulate• responses can be inappropriate or vague especially when a self-administered questionnaire was used• may threaten the respondent• responses have different levels of detail	<ul style="list-style-type: none">• increases burden when there are too many or too limited response categories• bias responses against categories excluded in the list of choices• difficult to detect if respondent misinterpreted the question

Response Categories for Close-Ended Questionnaire

1. **Two-Way Question** - provides only two alternative answers from which the respondent can choose

Did you attend any of your classes in the past week?

☐ Yes ☐ No

2. **Multiple-choice question** - provides more than two alternatives from which the respondent can choose only one

What is your total monthly income?

☐ less than P 3,000.00

☐ P 3,000.00 to less than P 5,000.00

☐ P 5,000.00 to less than P 10,000.00

☐ P10,000.00 or more

3. **Checklist question** - provides more than two alternatives from which the respondent can choose as many responses that apply to him

What type/types of music would you like to listen to?

☐ classical

☐ acoustics

☐ hip hop

☐ popular

☐ rock

- [] jazz
 [] Others, please specify _____
 [] None. I don't like to listen to any type of music

4. **Ranking question** - provides categories that the respondents have to either arrange from highest to lowest or vice versa depending upon a particular criterion.

Below is a list of some of the ways people go about finding jobs. Please rank them in order of effectiveness by placing the number (1) beside the method you think would be most helpful, a (2) beside the method you think would be the second most helpful, and so on.

- Mailing out resumes []
 Newspaper or Magazine Ads []
 Private Placement Service []
 Direct Contact with Employers []
 Checking with Friends []

5. **Rating scale question** - provides a graded scale showing all the possible directions and intensity of attitude of a respondent on a particular question or statement. The respondent simply ticks or checks the scale that best reflects his attitude or judgment.

Indicate your satisfaction with the internet service of the Main Library by encircling the appropriate number on the scale below.

1 Very satisfied 2 Satisfied 3 Neutral 4 Dissatisfied 5 Very dissatisfied

6. **Matrix questions** - various questions with the same set of response categories are put together.

For each of the following statements, please indicate with a checkmark whether you agree with it or disagree with it.

	Agree	Disagree
<i>I believe the children are our future.</i>		
<i>Teach [the children] well.</i>		
<i>Let [the children] lead the way.</i>		
<i>Show them all the beauty they possess inside.</i>		

Reading Assignment

Basic Steps in Constructing a Questionnaire (page 45)

Ways to Avoid Irrelevant Questions to Respondents (pages 60-61)

Pitfalls to Avoid in Wording Questions

1. **Avoid Vague Questions** – State all question clearly. All respondents must have the same interpretation to a question. If not, their answers will not be comparable, making it difficult to analyze their responses.

Example

How often do you watch a movie in a cinema?

[] Very often [] Often [] Not too often [] Never

Problem

The word “often” is vague. Instead, you may ask how many times he/she watched a movie last month. (Quantify using a standard unit of measure)

2. **Avoid Biased Question** – A biased question influences the respondents to choose a particular response over the other possible responses. Whether the bias is caused accidentally or intentionally, the data would become useless because it still failed to reveal the truth.

Example

There are many different types of sport like badminton, basketball, billiards, bowling and tennis. Which type of sport d you enjoy watching?

Problem

The sports mentioned in the first sentence will be in the top of the minds of the respondents. It is likely for the respondents to choose from among these sports. This will result in a bias against the sports not mentioned in the list.

3. **Avoid Confidential and Sensitive Questions** – These questions usually offend the pride or jeopardize the prestige of the respondent.

Example

Do you bring home office supplies? If yes, how often do you bring home office supplies?

Problem

The question may sound offensive to the pride of the respondent.

4. **Avoid Questions that are difficult to answer** – Do not ask questions that are too difficult for the respondent to answer truthfully. Such questions would only encourage respondents to guess their answers, if not totally refuse to answer the question.

Example

If you are the president of the nation, what are you going to do to attain economic recovery?

5. **Avoid Questions that are confusing or perplexing to answer** – Sometimes a poorly written question can confuse the respondent on how to answer the question.

Example

Did you eat out and watch a movie last weekend?

Problem

This is a double-barreled question, where you combine two or more question in to a single question. You should opt to separate this question into two to avoid confusion.

6. **Keep the Questions short and simple** – Long and complicated question can be difficult to understand. The respondent may lose interest in the question because of its length or might have problem comprehending very long statement needed to understand the question.