**Week 6 Lecturecast: Questionnaire Design**

**Preliminary Decisions in Questionnaire Design**

* Decide the information required
* Define the target respondents
* Choose the method(s) of reaching your target respondents
* Decide on question content
* Develop the question wording
* Put questions into a meaningful order and format
* Check the length of the questionnaire
* Pre-test the questionnaire
* Develop the final survey form

**Closed Questions**

Nominal data is data can be placed into a category. Categorical data can be restricted to 2 option (for example yes or no) or a list of options. Categorical data that is in an order is called ordinal data. It could be selecting from a list of ratings.

Pros

* Questionnaires can provide large amounts of data for relatively low costs.
* Information is obtained that can easily be converted into quantitative data which allows a statistical analysis of the responses.
* The questions are standardised. This means that another researcher can use the same questionnaire for another sample and the results can be compared.

Cons

* You are unlikely to obtain the true feelings of your respondents on your subject of interest as they will be restricted by the options you provide for them.

**Open Questions**

Open questions help you to obtain open more in-depth information from your respondents. It takes more time however to analyse qualitative data.

Pros

* Rich qualitative data is obtained as open questions allow the respondent to elaborate on their answer.

Cons

* It can be time-consuming to collect and analyse the data.
* You assume that respondents have superior writing skills and a good ability to express their feelings verbally.

**Questionnaire Design**

Questionnaires suffer from a response rate from as low as 10% therefore it is important for them to be effectively designed.

Make sure all questions asked address the aim of the research

The longer the questionnaire, the less likely people will complete it

Question should be short and clear. Unnecessary questions should be omitted.

Run a small-scale practice study to ensure people understand the questions.

Questions should progress logically from the least sensitive to the most sensitive, from the factual and behavioural to the cognitive and from the more general to the specific.

Ensure that the answer to a question is not influenced by previous questions.

The language of a questionnaire should be appropriate to the vocabulary of people being studied.

Use questions that will be interpreted same way by members of the same group.

**Ethics**

Personal Information provided by recipients should be kept confidential

**The Seven Deadly Survey Questions**

The Leading Question

Avoid leading questions that try to get your respondents to answer in a certain way.

The Assumptive Question

Do not make any assumptions about your respondent

The Pushy Question

Similar to a leading question.

The Confusing Question

Make your questions as logical as possible to avoid confusion

The Random Question

Random questions will make respondents question the integrity of the questionnaire

The Double-barrelled question

Make sure you are only asking for one answer

The Ambiguous question

Make sure language used is understood by respondents (especially in specialist topics)