Wiki Activity: Questionnaires

Find a questionnaire and critique the design, both the format and the questions used. Consider areas such as 'why is this question included?', 'is the form of the question appropriate?' etc. How can you improve the questionnaire? Put your analysis in the module wiki and comment on others' analyses.

For this activity, I chose to look at the European Company Surveys for 2019 (Eurofound, 2019), specifically the survey related to Employee representative interview questionnaire.

The questionnaire contains 74 questions, with the following statistics:

- 32/74 (43%) are "yes", "no" closed questions.
- 7/74 (9%) allow for free-form entry
- 4/74 (5%) deal with percentage ranges
- 7/74 (9%) are closed-ended questions with limited options
- 2/74 (2%) are number ranges

Areas for improvement

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    Allowing an "Other" option is fine, but the questionnaire would provide better insights if it allowed for a free-form field.

- There are several questions that present the option to tick a selection, however, the question text mentions to "pick one of…" which, if read incorrectly can skew the results if a respondent ticks multiple options:

> **6. [TUMEMB] Approximately how many employees at this establishment are members of a trade union? Your best estimate is good enough.**
>
> *Enter the exact number of employees or tick one of the percentage categories.*
>
> Number   Percentage
> ☐ None at all
> ☐ Less than 20%
> ☐ 20% to 39%
> ☐ 40% to 59%
> ☐ 60% to 79%
> ☐ 80% to 99%
> ☐ All

An improvement would be to remove the tick-box selections and permit a single free-form entry as already provided and keep the "All" and "None at all" tick-box options with the inclusion of an "Other" tick box that indicates the researcher to obtain the value form the free-form field.

> **8. [ERELECTBY] Are these elections open to all employees at this establishment or only to a part of them, for instance, those in a specific occupational category or members of a specific trade union?**
> *Tick one box only.*
> ☐ All employees
> ☐ A specific category of employees

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An improvement here is to include a field to describe *what category* of employees (if the respondent wishes to capture the data). This question comes across as vague and can provide better insights if the researchers allowed for free-form entry.

> **38. [ERWPSUPP] Workload and work schedules can prevent the participation of employees in training activities. Which of the following statements best describes what happens in practice at this establishment?**
> *Tick one box only.*
> ☐ Participation in training and professional development activities is only possible if workload and work schedules allow for it
> ☐ Workload and work schedules are adjusted to allow employees to participate in training and professional development activities

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The question text is too wordy, and I would recommend to either break it into smaller sentences or introduce additional question answers.

Overall, I like the way the questions flow from one to another using question text like "And, …" which cognitively helps to engage the respondent's engagement with each question. Not many questions are out-of-place, considering the questionnaire had an opening statement that declares the questionnaire is targeted to employee representativices.

References

Eurofound, (2019). European Foundation for the Improvement of Living and working conditions: European Company Survey 2019. Available from https://www.eurofound.europa.eu/surveys/2019/european-company-survey-2019 [Accessed 19 July 2022]