## Wiki Activity: Questionnaires - 21 July

From the questionnaire from this link: <https://cqpi.wisc.edu/wp-content/uploads/sites/599/2016/07/Pilot_Study_Questionnaire.pdf>, 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.

## Solution

Overall, the questionnaire seems to be well-structured and focused on gathering information about Computer and Information Security (CIS) from end users. However, there are some areas where improvements could be made to enhance the effectiveness of the questionnaire and ensure the quality of the data collected:

* Introduction and Purpose: The introduction provides a clear explanation of the purpose and context of the study. It would be beneficial to include information about the potential benefits and significance of the research to encourage participation.
* Question Clarity: The majority of questions are clear and straightforward, but some could be further simplified or rephrased to avoid ambiguity. For example, Question 2 under "Accessing the computer system and passwords" could be reworded to make the options more concise.
* Response Format: The response format, which uses checkmarks (ο) to indicate choices, is generally appropriate. However, it may be better to use more conventional checkboxes or radio buttons to make it easier for respondents to select their choices.
* Open-Ended Questions: Including a few open-ended questions could provide valuable qualitative insights and allow respondents to express their thoughts in more detail.
* Avoiding Leading Questions: Some questions may inadvertently lead respondents towards a particular response. Ensure that all questions are neutral and unbiased to obtain accurate results.
* Response Range: Some questions, like Question 1 under "Accessing the computer system and passwords," should provide a clear range of options for respondents to choose from, rather than leaving it open-ended.
* Demographic Information: It would be helpful to collect additional demographic information, such as job role, industry, and level of responsibility, as these factors could potentially influence respondents' attitudes and behaviors related to CIS.
* Anonymity and Confidentiality: Reiterate the assurance of anonymity and confidentiality to encourage honest responses, especially when asking about potentially sensitive topics.
* Pretesting: Before administering the questionnaire on a larger scale, it is essential to conduct pretesting with a small sample to identify any potential issues or challenges in the questions and response format.
* Time Estimation: While the questionnaire mentions that it will take at most 10 minutes to complete, it might be helpful to provide an estimated completion time for respondents to manage their time better.
* Question Sequence: Consider reorganizing the questions in a more logical order, grouping related topics together, and maintaining a consistent flow throughout the questionnaire.
* Informed Consent: Ensure that the informed consent statement is clearly stated at the beginning of the questionnaire, explicitly explaining the purpose of the study, voluntary participation, and the right to withdraw at any time.
* Visual Design: Use clear formatting, proper alignment, and adequate spacing to improve the overall readability and user experience of the questionnaire.
* Pilot Testing: Conduct a pilot study with a small sample of end users to assess the clarity and effectiveness of the questionnaire and make any necessary adjustments based on their feedback.

By addressing these areas for improvement, this questionnaire can enhance its validity and reliability, and better achieve its research objectives of understanding end users' behaviors and attitudes towards computer and information security.

## References

1. Beacon Clinician Survey – CQPI, 2008. Pilot Study Questionnaire [Online] <https://cqpi.wisc.edu/wp-content/uploads/sites/599/2016/07/Beacon_Clinician_Questionnaire.pdf>, Date Accessed: 10/07/2023