

## **Unit 6: Questionnaire Design**

Welcome to week 6 where we will be looking at the various aspects of designing a questionnaire.

To start, let us clarify the difference between a questionnaire and a survey. A survey is a comprehensive method used for the gathering and analysis of data and will involve a questionnaire. A questionnaire on the other hand, just refers to the set of questions with answer choices which is used to conduct a survey.

So, a questionnaire is a valuable research instrument as it offers a researcher flexibility in gaining information from respondents, like a written interview. It can be carried out online, over the phone or face-to-face.

The type of questions you use (open or closed, or both) will depend on whether you are carrying out quantitative or qualitative research, or mixed method). Some questionnaires are better than others and mistakes are easy to make, especially when you are working in a technical area.

### **In this unit we shall:**

- Introduce the different methods of obtaining responses.
- Discuss how to improve the responses you obtain.
- Consider how you would analyse the responses from each type of question.

### **On completion of this unit you will be able to:**

- Tell the difference between a good questionnaire and a poor one.
- Design a questionnaire to obtain the responses you will need for your investigation.
- Understand how the data obtained can be analysed.

### **Reflection:**

You should start by thinking carefully about the questions you want to ask in your survey. Good questionnaire survey help you obtain informative data that can be used in a disciplined investigation, while bad survey questions make it impossible to collect information accurately.

This is a significant challenge in research because it is sometimes impossible to tell bad survey questions from good ones (Blog, n.d.).

## **Good survey questionnaires:**

If you want honest, straightforward answers from your survey participants, you need to ask them good questions. Better decision-making is possible with the help of insightful survey responses to questions about the target audience's views, experiences, and expectations (www.fao.org, n.d.).

Market research survey questions, for instance, can help you learn about your customers' experiences with your brand at each stage of their journey. With this information, you may fine-tune the product to work for you.

## **Types of good survey questions:**

### **i. Likert Survey Question**

In the context of research, a respondent's attitude toward certain propositions can be measured with a Likert scale question. Finding out how much people agree or disagree with statements in your research is easy using a Likert scale inquiry.

### **ii. Dichotomous Questions**

Often used in surveys, a dichotomous question presents respondents with a simple yes/no or agree/disagree choice. Participants to a survey cannot submit equivocal answers to questions posed in a dichotomous format.

### **iii. Multiple-Choice Questions**

Multiple-choice questions are a closed-ended survey format in which respondents are given a predetermined list of possibilities from which to select an answer.

## **Bad Survey Questions**

When conducting research, it is important to ask good questions of your respondents. Many survey questions are skewed in various ways, making it hard for respondents to reveal their genuine attitudes, preferences, and experiences.

Poor survey response rates, high survey dropout rates, and arbitrary findings are often the result of poorly crafted survey questions. Terrible survey questions can be avoided if you are aware of what makes them bad and attempt to avoid those characteristics (Jenn, 2006).

## **Features of Bad Survey Questions**

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- Terrible survey questions can be avoided if you are aware of what makes them bad and attempt to avoid those characteristics.

Following are the types of bad questionnaire:

### **1. Double-Barreled Question**

This is an example of a survey question type that asks about multiple topics but only allows for one answer. This type of question is also called a "double direct" question since it combines two or more topics into a single inquiry and requires a single response from the respondent.

### **2. Loaded Questions**

A biased query is called a loaded question. A contentious assumption is made about the respondent's guilt for some action or behavior, which is implicit in the question. The difficulty with a loaded question is that its assumptions are often unproven.

### **3. Leading Questions**

These are survey questions designed to quietly steer respondents toward predetermined replies. With a leading question, the researcher has a preconceived notion of your answer and frames the inquiry in such a way as to elicit that answer from you.

### **4. Vague Questions**

A question that lacks clarity is said to be "vague." These kinds of queries are typically too general or ill-defined to elicit useful answers. Vague questions are useless for study since their answers are always too general to be of any use (International and International, 2006).

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4797036/>

<https://www.b2binternational.com/2006/08/18/questionnaire-design-the-good-the-bad-and-the-neithenor/>

### **Survey questionnaire for online learning classes:**

1. How do you feel overall about distance education?

- Poor

- Below Average
- Average
- Good
- Excellent

With this inquiry, we hope to compile students' impressions of their online learning journey. This information might help schools determine whether to stick with online instruction or switch to in-person classes.

2. Do you have access to a device for learning online?

- Yes
- Yes, but it doesn't work well
- No, I share with others

Internet connectivity on devices used for online education must be guaranteed for students. Determine if there are any issues with the hardware of the device. Or if they need to use it but someone else in the house, has it and they can't.

3. What device do you use for distance learning?

- Laptop
- Desktop
- Tablet
- Smartphone

Find out if students are accessing your online course through a laptop, desktop, smartphone, or tablet. The portability and high-definition display of a laptop or desktop computer make them the best options. When creating a survey for distant learners, you can utilize multiple-choice questions.

## **References**

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