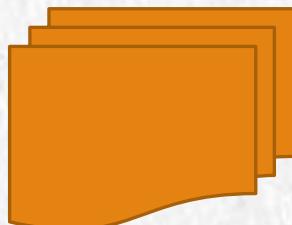


QUESTIONNAIRE DESIGNING

Dr. Parul Kumar

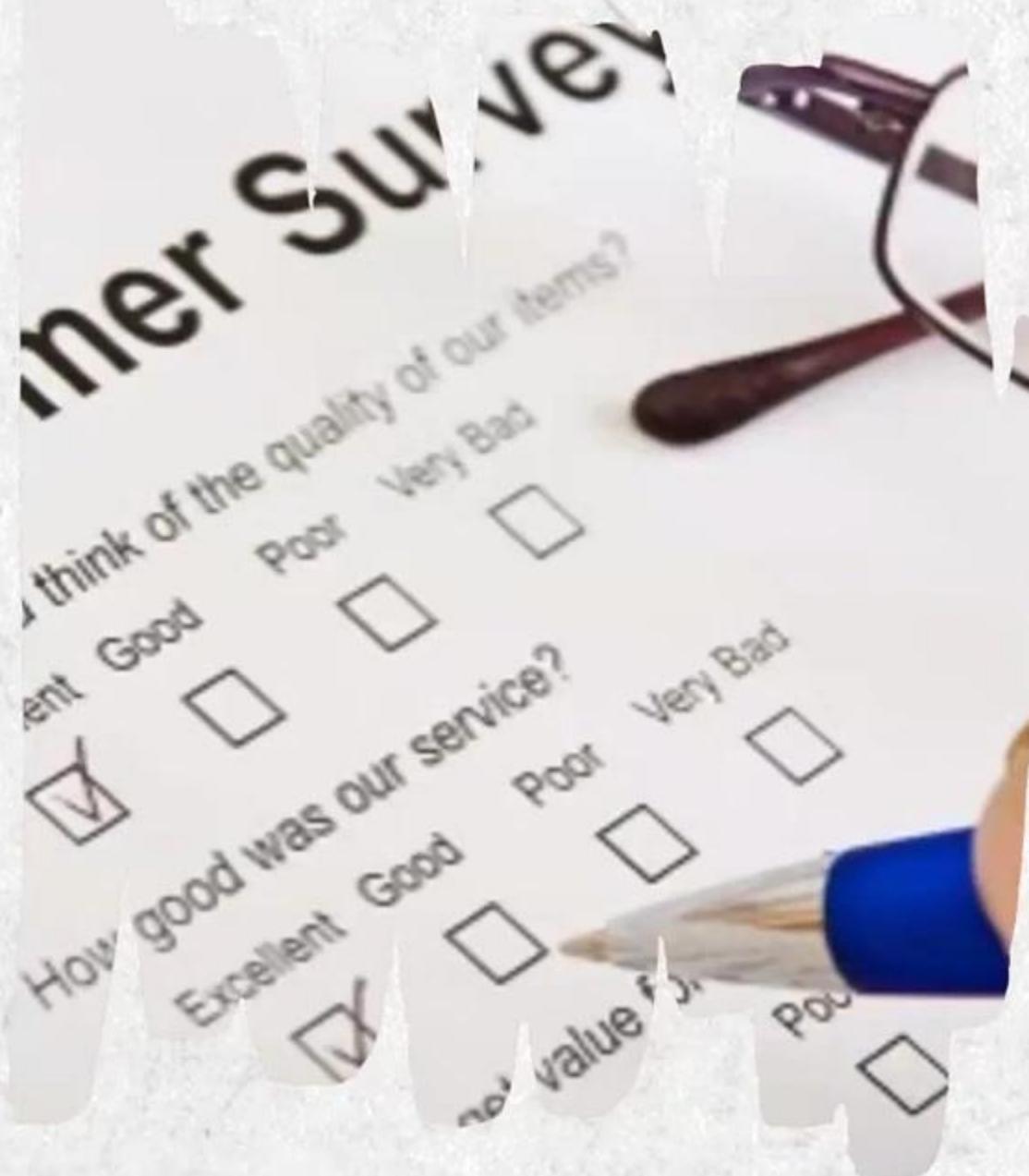
Maharaja Agrasen Institute of Management Studies



Dr. Parul Kumar



Dr. Parul Kumar



QUESTIONNAIRE

Is a structured technique for data collection that consists of a series of questions.

It can produce quantitative descriptions of the characteristics and attributes of a population.

Most common instrument used in primary data collection.

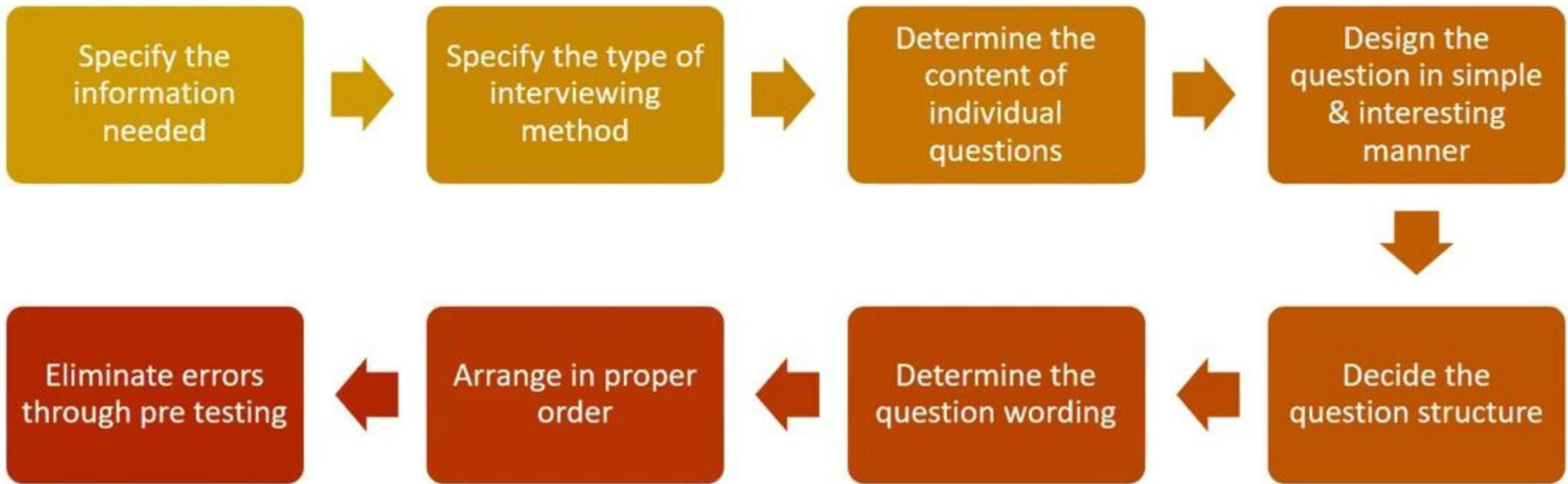


Dr. Parul kumar

OBJECTIVES OF QUESTIONNAIRE

- It must translate the information needed into a set of specific objectives that respondents can and will answer.
- A questionnaire must uplift, motivate, and encourage the respondent to become involved in the interview, to cooperate and to complete the interview.

QUESTIONNAIRE DESIGN PROCESS



1. Specify the Information needed

Dr. Parul kumar

- Review your
 - Research problem
 - Research questions
 - Objectives
- Research unit - From whom
- Clearly specify what you require
 - Attributes
 - Behavior & experience
 - Knowledge
 - Attitude & opinions



Dr. Parul Kumar

ATTRIBUTES

Attributes are used to describe the population

Can divide/categorize the sample on their basis

Characteristics of population

Gender

Age

Geographical location

Salary

Martial status

Property of the population

Demographic information are categorical in nature





Dr. Parul Kumar

BEHAVIOR & EXPERIENCE

- What they are doing - behavior
- What they have done – experience
- They may be different from participant to participant
 - How often you use the digital wallet for payment?





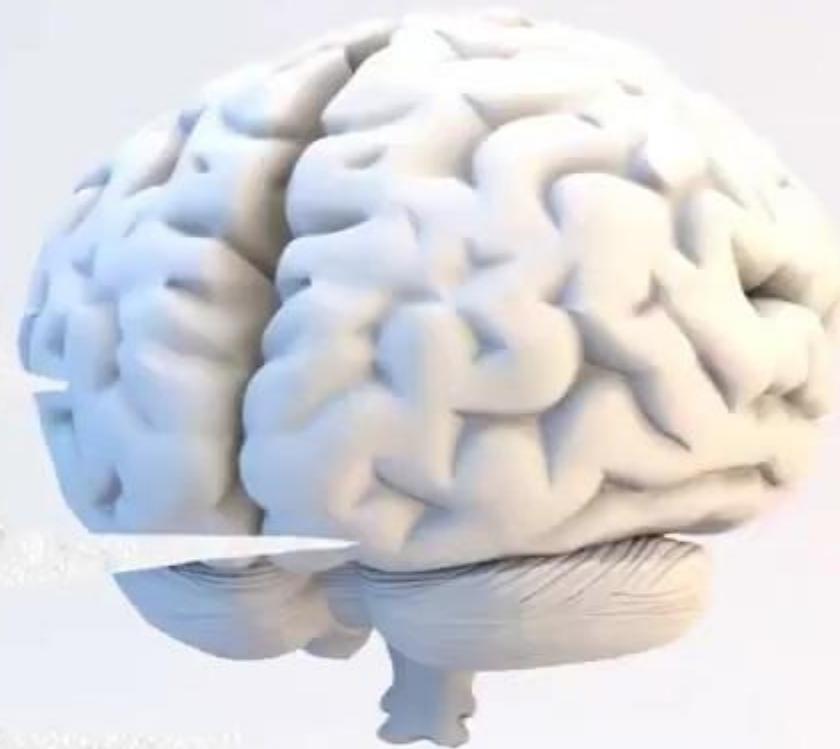
Dr. Parul Kumar

ATTITUDE & OPINIONS

How respondent feels about an issue

Crucial in some areas of social science research

Customer satisfaction, product quality, employee satisfaction, others



2. SPECIFY THE TYPE OF INTERVIEWING METHOD



Mail or Electronic

- Self administered by respondent
- Rank questions can be used in these.
 - Rank the following brands on basis of your preference from 1 -10
 - Vero Moda
 - Gucci
 - Zara
 - Uniqlo
 - Levis
- Time is more

Telephone

- Surveyor is asking the questions
- Rating questions better
 - Rate the satisfaction from the last car service on the scale of 1 – 10, 1 being poor & 10 being excellent.
 - How happy you are with store placement?
- Time is less

Personal

- Biggest advantage
- All type of questions
- Surveyor is there.

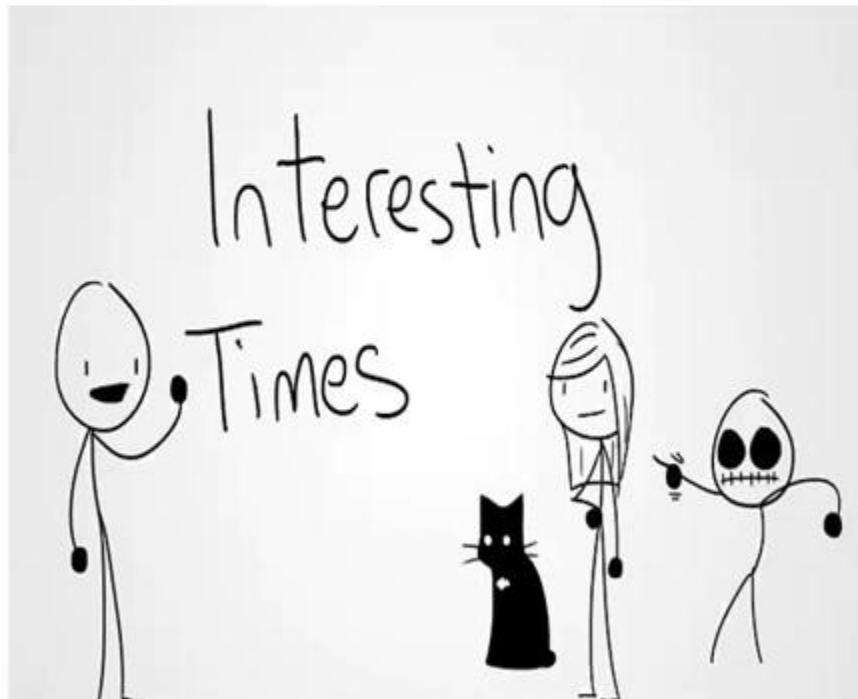
3. Determine the content of each question

- Several questions in place of one question?
 - To obtain the information in unambiguous manner
- Is the question necessary
 - No satisfactory use of the data from question, then eliminate
- Double barrel questions – big no
 - Is the food hot & tasty
 - Do you think Real juice is tasty & nutritious drink?



Dr. Parul Kumar

4. Designing in simple & interesting manner



- Help in overcoming the unwillingness to answer
- Researcher should not assume that all the answers would be true
- Sometimes respondent is
 - Not willing to answer
 - How many times you do sex in a week?
 - Don't ask sensitive questions
 - Or put a proper description why this is important.
 - Not able to answer
 - Question to Farmer- what you think about the farming policies of the country?
- Can add the filter questions
 - Do you know about income tax?
 - Are you familiar with CSR practices?
- Avoid these kind of questions
 - How many litres of juice you have consumed in last week?
 - Instead ask
 - How often do you consume juice in a week?
 - Less than once a week
 - 1 – 3 times a week
 - More than 3 times a week

Dr. Parul Kumar





Dr. Parul Kumar

5. Decide the question structure

- Open ended - unstructured
 - opening question
 - Exploratory research
- Structured questions are always better
- Multiple choice questions
 - Should include all set of possible choices
- Dichotomous questions
 - Two options
 - Less interpretation power
- Scale questions
 - Opinions
 - Bigger the better

Allow for unique responses
Produce qualitative data
Explains meanings & motivations

Fixed number of responses
Yes/no, scale, MCQ
Provide quantitative data
Explains attitudes & intentions



TYPES OF UNSTRUCTURED QUESTIONNAIRES



Dr. Parul Kumar

Open ended

Which part of the
Avengers movie you
like?

A.....

B.....

Why?.....

Thematic appreciation test

How carbon footprints
can be reduced?

Explain about the
latest tax implication?

Word associate questions

Words are presented
& respondent
mentions the first
word that comes in
mind.

Calmness – ocean
Exam – tension
Father - strength

Sentence, story or picture completion

Respondent complete
an incomplete
sentences, stories by
writing in the space
provided

TYPES OF STRUCTURED QUESTIONNAIRES



Close ended

Fixed options
Quantitative data

Dichotomous

Only two options
Yes/No
True/False
Agree/Disagree

Do you know driving?
Are you COVID+?

Multiple Choice

More than 2 options

How many hours of sleep
you take?
Less than 4 hours
4-6 hours
6-8 hours
> 8 hours

Scale

Scale questions help you
ascertain how strongly
respondent agree or
disagree to a particular
statement

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

6. Choosing Question Wordings



Dr. Parul Kumar

- **Use ordinary words**

- Do you think the **distribution** of essential items is adequate? – difficult
- Do you think essential items **are readily available**, when you want to buy?

- **Use Unambiguous words**

- In a month, how often do you shop online?
 - Never
 - Occasionally
 - Sometimes
 - Often
 - Regularly
- In a month, how often do you shop online?
 - Less than once
 - 1-2 times
 - 3-4 times

- **Avoid leading questions**

- Hints to what the answer should be
- Do you think patriotic Indians should buy Chinese products, when that **would put Indian manufacturers out of work**?
 - Biasness, decision is already given
- Do you think Indian should buy Chinese products?

- **Avoid Implicit questions**

- Are you in favor of balanced budget?
 - Wrong
- Are you in favor of balance budget **if it would result in increase in income tax**?

EXAMPLES – DRAFTING QUESTIONS



Dr. Parul Kumar

1. How many cups of coffee or tea do you drink in a day?
 - Double barrel – two dimensions are asked
 - Solution
 - a) How many cups of coffee do you drink in a day?
 - b) How many cups of tea do you drink in a day?
2. What brand of computer do you own?
 - A. IBM
 - B. HP
 - C. ASUS
 - Don't make any hidden assumptions – person has a computer
 - Instead go for dichotomous question
 - Do you own computer or laptop? Yes or No
 - Do you own IBM PC? Yes /No
 - Or make a multiple choice questions with all the response categories & let the respondent choose

EXAMPLES – DRAFTING QUESTIONS



3. Have you had back pain in last week?

- A. Never
- B. Seldom
- C. Often
- D. Very often

- Make sure question & match

- How often have you had the pain in the last week?

- Never
 - Seldom
 - Often
 - Very

- Have you had a back pain in last week?

- No
 - 1-2 times a week
 - 2-3 times

4. Where did you group up?

- A. Country
- B. Farm
- C. City

- Avoid questions having non-mutually exclusive answers

- Where did you grow up?

- House in a country
 - Farm in a country
 - City

EXAMPLES – DRAFTING QUESTIONS



Dr. Parul Kumar

5. Do you have the Life insurance? Yes/No

- If no, go to question 3
- How much is your annual Life insurance premium?
- Avoid unnecessary branching, if possible.
 - How much did you spend in last year on Life insurance premium?
 - 0 (for none)
 - Make other options.



7. ORDER OF QUESTIONS

- Interesting, simple questions first
- General questions should precede the specific questions
- Questions should be asked in logical manner
- Difficult, sensitive or complex questions should be placed in middle or towards the end
- Demographic information should be asked in the end.

8. Pretesting



Dr. Parul Kumar

- Refers to testing a questionnaire
 - On a small sample
 - To identify & eliminate potential problems
- All contents of questionnaire should be tested
 - Question content, wordiness, layout, difficulty & instructions
- Respondents
 - Drawn from same population for pretest & actual survey



COMMON MISTAKES



Dr. Parul Kumar

Failure to relate your questionnaire with the study objectives

Lack of proper operationalization of constructs

Grammatical mistakes

Assuming the respondents have prior knowledge about terminologies

Selecting the scale before operationalization

Questions asked inaccurately by the interviewer

Failure of the respondent to understand the question

Failure of the interviewer to record the reply accurately or completely

Lack of clarity in the questionnaire

Using wrong Likert scale

Adopting/adapting from non peer reviewed databases

Not going to the original source

You need a scale for each construct in study (not having questions for each construct)



Dr. Parul Kumar

EXAMPLES - BAD

Please read the questions carefully pertaining to your spousal relationships and then choose the right option

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Is your wife's/husband's attitude towards work is good?	1	2	3	4	5	6	7
Does your wife help you in your work by reducing your demands at home?	1	2	3	4	5	6	7
Does your wife helps you with their care	1	2	3	4	5	6	7



EXAMPLES - BAD

	Never	Almost never	Sometime	Almost every time	Every time
Are you feeling less motivated?	1	2	3	4	5
Are you having problems thinking clearly?	1	2	3	4	5
Are you having difficulty thinking right words to use?	1	2	3	4	5