

QUESTIONNAIRE CONTINUED

TYPES OF QUESTIONS

1. OPEN-ENDED QUESTIONS

- ❖ Open -ended questions are those questions that provide opportunity to the respondents to *express their opinion* and answers in their own way.
- ❖ Open-ended questions have the following characteristics
 - There is no predetermined set of responses
 - They provide true insightful, and unexpected suggestions
 - At the end of an open-ended questionnaire the researcher would ask respondents about the suggestions for changes or improvements. For example: State your opinion about the quality of health care services at ENRH.

CLOSED -ENDED QUESTIONS

- ❖ These questions offer respondents a number of alternative replies from which the subjects must chose the one that most likely matches the appropriate answer.
- ❖ Close – ended questions have the following characteristics
 - They facilitate easy statistical calculation of data
 - Can be asked to different groups at different intervals
 - Facilitate efficient tracking of opinion

TYPES OF CLOSED-ENDED QUESTIONS

- A. **Dichotomous Questions:** these require the respondent to make a choice between two responses, such as Yes/ No or Male / Female

Example: Q. Have you ever been hospitalized?

- (a) Yes (b) No

- B. **Multiple choice Questions:** These questions require respondents to make a choice between ,more than two response alternatives

Example: Q. Which of the following diseases is sexually transmitted?

- (a) Diabetes mellitus (b) Hypothyroidism (c) Syphilis (d) Hypertension

- C. **Cafeteria Questions:** These are special type of multiple-choice questions that ask respondents to select a response that most closely corresponds to their views.

Example: Q. What do you think about hormone re[placement therapy?

- (a) It is dangerous, should be avoided
(b) One should be cautious while using it
(c) I am uncertain about my views
(d) It is beneficial, should be promoted.

D. **Rank order Question:** These questions ask respondents to rank their responses from most favourable to least favourable

Example: Q. What according to you is most important for your life? Rank from most favourable to least favourable

(a) Money (b) Education (c) Family (d) Health

E. **Contingency Questions:** A question that is asked further only if the respondent gives a particular response to previous question

Example: Q. Are you stressed?

(a) No (b) Yes. If yes, what are the reasons

F. **Rating Questions:** These questions ask respondents to judge something along an ordered dimension. Respondents is generally required to provide rating to a specific element in a scale selecting among the points from poor to good. They may provide a number of choices

Example:

Q. How would you rank the education quality in Ghana?

1	2	3	4
Good	Fair	Poor	Very poor

G. **Importance Questions:** In this respondent are asked to rate importance of a particular issue on a rating scale of 1 -5. This helps to know the things / issues that are important to a respondent

Example: Exercising every day isfor the health

1	2	3	4	5
Extremely Important	Very important	Somewhat important	Not very Important	Not at all important

H. **Likert Question:** Likert questions help to know how strongly the respondent agrees with a particular statement. These questions help to assess how respondent feels towards a certain issue / services

Example: Q. Is this community a good place to raise children?

1	2	3	4	5
Strongly agree	Agree	Uncertain	Disagree	Strongly disagree

I. **Bipolar questions:** Bipolar questions are questions that have two extreme answers. Respondent has to mark his/her response between opposite ends of the scale

Example: Q. What is your balance of preference here?

I like going for walks ☐ ☐ ☐ ☐ ☐ I like watching movie

- J. Matrix Questions: Matrix questions include multiple questions, and identical response categories are assigned. Questions are placed one under another, forming a matrix. Response categories are placed along the top and a list of questions down the side

Example: Q. Please tell us your weekly schedule of the following:

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Gym							
(Weight training)							
Aerobics							
Eating (Dinner /lunch)							
Drink (Alcoholic beverages)							

Guidelines for Designing a Good Questionnaire

General Points

1. The questions must be developed exactly in accordance with study objectives
2. The questionnaire should begin with the instructions for the respondents to provide the responses
3. The drafting of the questionnaire should be concise, precise, and brief because lengthy questionnaires may lead to boredom among respondents
4. The language of the questionnaire should be according to the respondents' knowledge about a particular language
5. Questions outside respondent's experience should not be asked
6. In asking questions about past events, too much reliance should not be placed on the respondents' memory
7. Questions that are likely to lead to bias in the respondents should be avoided
8. Questions should be very clear and simple. Avoid professional jargons
9. As far as possible, open-ended questions should be avoided.
10. Avoid questions with difficult concepts, which are not easily understandable for respondents
11. Controversial and ambiguous questions should be avoided
12. Cross-check the respondent by asking same information in two different ways
13. A mailed questionnaire should be accompanied by introduction to the study, purpose, and directions to fill the questionnaire
14. Abrupt ending of the questions and questionnaire should be avoided.

SEQUENCE OF QUESTIONS

1. There should be logical sequence of the questions in the questionnaire
2. Researcher has to make sure that the answer to a question is not derived from a previous question.
3. There should be a flow of questions in the trend from general to more specific
4. Moreover, there should be a flow of questions from least to most sensitive

5. Sandwich theory states that a questionnaire should generally start with ***demographic profile of subjects***, followed by specific questions according to the objectives of the study.

QUESTION CONSTRUCTION

1. Use statements that can be interpreted in same way by all subjects
2. Use the kind of statements where persons may have different opinions or traits and may give different answers
3. Use only one aspect of the construct in which you are interested
4. Avoid asking double-barelled questions containing two distinct ideas or concepts. *For example*, are you satisfied with pay and fringe benefits?
5. Avoid leading, loaded, ambiguous, and long questions
6. Avoid negative and double negative questions
7. Use positive statements
8. Assumptions should not be made about respondent
9. Comprehensible and clear wording should be used
10. Use correct spelling, grammar, and punctuation.

Methods of Questionnaire Administration

- ❖ A questionnaire may be administered with the following methods; each method has its unique advantage as listed below

Postal

- Low cost
- Not labour intensive
- Anonymity

Phone

- High speed
- Rapport with respondent
- Detailed questions
- High response rate

Electronic

- Low cost
- High speed
- Anonymity
- Not labour intensive

Personally administered

- Detailed questions
- High response rate

ADVANTAGES OF QUESTIONNAIRE

1. Questionnaires are cost -effective
2. They are easy to analyse
3. They require less time and energy to administer
4. Questionnaires offer the possibility of anonymity
5. They reduce bias as interviewer is not present
6. Questionnaires are used for large sample size
7. Questionnaires are less intrusive than phone or face-to-face interview

DISADVANTAGES OF QUESTIONNAIRES

1. Questionnaire are not suitable for all e.g., children, the blind, and illiterates
2. Low response rate
3. Questionnaire sent by mail may be filled by someone other than the intended person
4. Questionnaires provide only superficial information
5. Probing of response is not possible
6. There are chances of misinterpretation
7. People can answer the question vaguely