

METHOD & MATERIALS SECTION:

DEVELOPING A QUESTIONNAIRE

Business Communication –
Report Writing

DATA COLLECTION

- ❑ Data Collection - A purposeful gathering of information, which is relevant to the subject-matter of the study
- ❑ Needed to answer the research problem
- ❑ The process of collecting data begins when a research problem has been defined

METHODS OF DATA COLLECTION

- ❑ Data Collection mainly depends on:
- ❑ Nature and Purpose of the study [research article, case study, etc.]
- ❑ Scope of inquiry and Availability of resources
- ❑ Time

METHODS OF DATA COLLECTION

- ❑ Primary Sources [original data which is collected for the first time]
observation, interview, questionnaire, experiment, survey, etc.

- ❑ Secondary Sources [data already collected and analyzed by someone else]
previous research, journal articles, official statistics, govt. reports, books, newspaper, web, historical info, etc.

PRIMARY DATA

Advantages - Accurate, up-to-date, reliable, applicable and usable

Disadvantages – Expensive, takes time

SECONDARY DATA

Advantages – provides background info, alerts the researcher to any potential difficulties, inexpensive, easily accessible

Disadvantages – Outdated, unreliable, may not totally answer your research question

QUESTIONNAIRE METHOD

- Select your respondents, and time
- Think about the questions that are vital to the survey
- Are the questions easy to understand?
- Avoid technical terms
- Clearly indicate what the person has to do during the survey
- Start with easy questions. Place the difficult questions towards the end
- Put personal questions towards the end too

QUESTIONNAIRE DESIGN

- Close-ended – true/false, yes/no, agree/disagree, using points, multiple choice questions (more effective)
- Open-ended – where respondents will answer with their own words
- Advantages – low cost, free from interviewer's bias, respondents have time to think, etc.
- Disadvantages – time consuming, respondents need to be educated and cooperative

NINE steps involved in the development of a questionnaire

1. Decide the information required.
2. Define the target respondents.
3. Choose the method(s) of reaching your target respondents.
4. Decide on question content.
5. Develop the question wording.
6. Put questions into a meaningful order and format.
7. Check the length of the questionnaire.
8. Pre-test the questionnaire.
9. Develop the final survey form.