

# Questionnaire

Žiga Trojer 63200440

We show 8 examples of parts of questionnaires that violate the best practices of questionnaire design.

QUESTIONS		
Question	Possible Answers	Problem
In the last two weeks, how frequently have adults of this household defecated in the open? [1, p. 48].	Daily / occasionally / never.	This is <b>loaded</b> question, because person may feel uncomfortable with this question and they may lie. This question should be normalized, for example: <i>Poverty is very prevalent in less developed countries, so some do not have adequate hygiene facilities.</i>
Does Starbucks help your alertness? [2].	Strongly disagree / disagree / neutral / agree / strongly agree.	This question is <b>not specific enough</b> . Some may think that question is about Starbucks as a company and how it helps alertness. It should be stated differently, for example <i>Does Starbucks coffee raise your alertness?</i>
Compulsory health insurance is provided by ZZZS. To what extent do you think people are generally satisfied with the arrangement and implementation of this insurance? [3]	Very dissatisfied / dissatisfied / neither satisfied - nor dissatisfied / satisfied / very satisfied.	It is a <b>double-barreled question</b> , because they ask about satisfaction about arrangement and implementation.
I am generally satisfied with SURS: [4]	Scale from 1 (strongly disagree) to 10 (strongly agree).	Scale is <b>too large</b> . It would be better to limit the scale from 1 to 5.
How old are you? [5]	Under 20 / 21-30 / 31-50 / 51-64 / 65 or more.	This is <b>sensitive</b> question, it should have <i>prefer not to answer</i> option as some people are not happy to disclose their ages.
What age group do you belong to? [6]	Below 18 / 18-25 / 25 -35 / 36-45 / above 45.	It is <b>sensitive</b> question and <b>does not offer mutually exclusive answer option</b> . Should have <i>prefer not to answer</i> option. If a respondent is 25 they fall into two of the answer categories.
When you purchase electronics, how often do you buy from Sony? [6]	Always / occasionally / rarely / very rarely.	Question has <b>limited number of answers</b> , they don't represent all the possible answers. If you never bought a product from Sony, you can not answer this question. They should add an option <i>never</i> .
What is your current employment status? [7]	employed full-time / employed half-time / retired / stay at home parent / unemployed.	This is <b>sensitive</b> question and has <b>limited number of answers</b> . If a respondent have a student job, they can not answer this question. Should provide the <i>other</i> and <i>prefer not to answer</i> option.

## REFERENCES

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- [7] "Post-election survey 2014," <https://votecompass.cbc.ca/canada/survey>, accessed: 15.11.2021.