

Welcome!

Today's Topic:
How to Design a Questionnaire

Starter

Travel Patterns Questionnaire

Instructions: Stand up! Use the questionnaire to find out about your classmates. You will **talk** to **four** different people. **Record their answers** on the questionnaire. You have five minutes!

Will you do this activity sitting down?

How many people will you talk to?

Will you write their answers?

Begin!

Learning Objective

- Today you will gather and record evidence using primary sources.

What is a questionnaire?

- An form or a way to
 - collect answers to questions
 - collect factual data
 - gathers information or measures it
- A series of written questions/items in a rational order

Advantages of Questionnaires

- Why would you use a questionnaire?
- Can reach a large number of people relatively easily and economically
- Provide quantifiable answers that can be counted
- Relatively easy to analyse figures

For example:

5 people answer A,

2 people answered B

1 answered C

How can you reach people with a questionnaire?

- When you use a questionnaire, do you always have to meet the person?
- Are there other ways to conduct a questionnaire?
- Face to face questions
- Telephone questions
- By post
- E-mail/Internet

The Major Decisions in Questionnaire Design

1. What should be asked?
2. How should each question be phrased?
3. In what sequence should the questions be arranged?
4. What questionnaire layout will best serve the research objectives?
5. How should the questionnaire be pre-tested?
Does the questionnaire need to be revised?

Making a Questionnaire

Prepare a draft

Pretest

Revise

Shorten and revise again

**Make a short questionnaire to find which
cellphone the most popular in your class**

Cell phone questionnaire

Which cell phone do you have?

- A – Samsung

☐

- B – I Phone

☐

- C – Nokia

☐

- D – HTC

☐

Please tick one box

Quality aims in survey research

Goal is to collect information that is:

- **Valid:** measures the quantity or idea that is supposed to be measured
- **Reliable:** measures the quantity or idea in a consistent or reproducible manner
- **Unbiased:** measures the quantity or concept in a way that does not systematically under- or overestimate the true value

General Principles

Open-ended questions

- Generate answers that are more information-rich

- Generate answers that are more difficult to categorize and analyze

Closed questions

- generate answers that are specific and easy to count

- Closed questions can lead to incorrect answers

Advantages of written questionnaire:

- Much less time is required and a greater number can be surveyed
- Less potential for observer bias
- Anonymity may minimize bias, and encourage more honest responses to questions

Advantages of verbal interview:

- Interviewer can clarify unclear questions
- Literacy is not required
- Interviewer can collect more complex answers and observations
- Interviewer can minimize missing and inappropriate responses

Have a marvelous day!



Example – What sort of leader are you?

Как мы должны относиться к другим людям?

- a) Ко всем людям нужно относиться одинаково независимо от возраста, пола, цвета кожи
- b) Мы должны относиться к людям уважительно до тех пор, пока они понимают правила , по которым мы живем.
- c) Мы должны относиться к друзьям/соседям/землякам как к братьям – объединенным как одна нация.