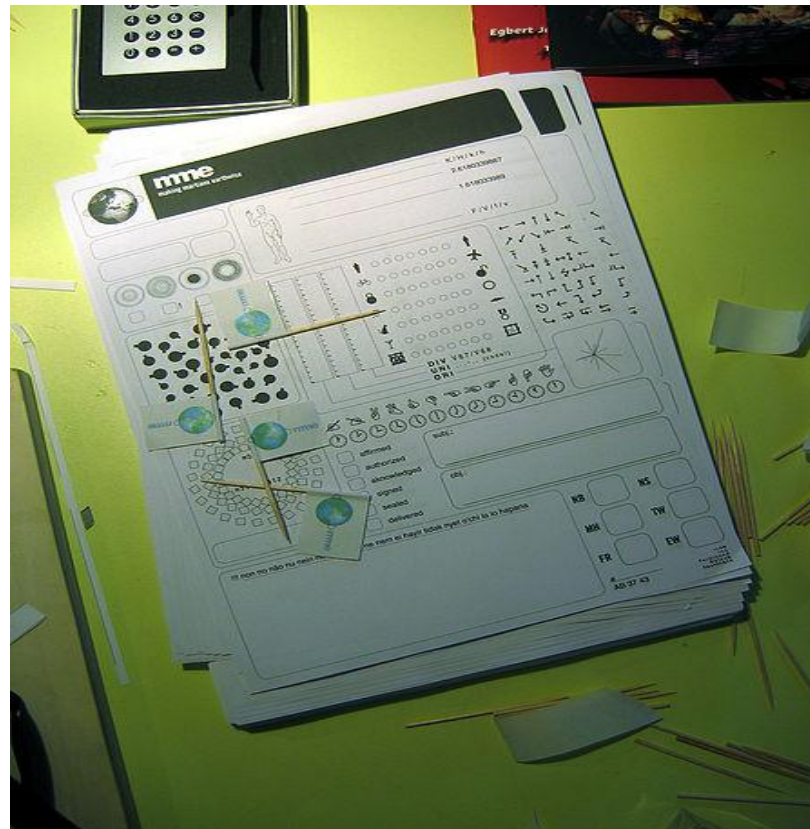


A decorative graphic in the bottom right corner featuring several orange circles of varying sizes and vertical stripes in shades of orange and pink.



CONTENT

- Questionnaire
- Characteristics of the good questionnaire
- Functions
- Types
- Questionnaire as an instrument
- Reliability
- Validity
- Constructing a questionnaire



QUESTIONNAIRE

- A set of predetermined questions for all respondents that serves as a primary research instrument in survey research.
- Used to collect factual information
- Consist of a form containing a series of questions



CHARACTERISTICS OF A GOOD QUESTIONNAIRE

1. Should be concerned with specific and relevant topic
2. Should be short
3. Directions and wording should be simple and clear
4. Questions should be objective
5. Embarrassing questions, presuming questions and hypothetical questions should be avoided
6. Should be presented in a good order
7. Should be attractive, neatly printed and clearly arranged



FUNCTIONS OF QUESTIONNAIRE

▣ DESCRIPTION:

The questionnaire provides description about age, sex, marital status, occupation, income, political affiliation religious affiliation, etc.

▣ MEASUREMENT:

Measurement of individual and/or group variables like attitude, opinion, traits and habits of persons.



TYPES OF QUESTIONNAIRE

- ▣ **Based upon the type of response required,**

1. Fixed- response questionnaire.
2. Open- end questionnaire.

- ▣ **Based upon the method of administering,**

1. Mail questionnaire
2. Face-to-face administered questionnaire



QUESTIONNAIRE AS INSTRUMENTS

- Most survey research relies on the use of questionnaire to measure variables
- Demographic variables
- The accuracy and precision of questionnaire requires expertise and care in their construction
- Self report scales



DEMOGRAPHIC VARIABLES

- Demographic variables are used to describe the characteristics of the people who are surveyed.
- Measures such as race, ethnicity, age and socio economic status.
- The accuracy and precision of questionnaire as survey research instrument depends upon the expertise and care that go into their construction



PREFERENCES AND ATTITUDES

- Individuals' preferences and attitudes
- For example brand of coffee preferred, attitude regarding public issues



SELF REPORT SCALES

- Used to measure peoples judgments or attitude about items presented on the scale
e.g., coffee, political candidates, life events
- To determine differences among people on some dimensions presented on the scale
e.g., personality traits, amount of stress



RELIABILITY

- Reliability refers to the consistency of measurement.
- Reliable test should yield similar(consistent) results each time it is taken
- Common method: test- retest reliability

FACTORS AFFECTING RELIABILITY:

- Number of items
- Variability
- Condition in which the questionnaire is administered



VALIDITY

- It refers to the truthfulness of a measure
- Does it measure what it intends to measure?

Assessing validity: Construct validity

Extend to which it measure the theoretical construct it is designed to measure.

- Convergent validity
- Discriminant validity.



CONSTRUCTING A QUESTIONNAIRE

Deciding type, writing a draft, pretesting, concluding with specific procedures.

STEPS:

1. Decide what information should be sought
2. Decide what type of questionnaire should be used
3. Write a first draft of the questionnaire
4. Reexamine and revise the questionnaire
5. Pretest the questionnaire
6. Edit the questionnaire and specify the procedures for its use.



❑ WORDINGS OF THE QUESTIONNAIRE:

- ❑ Simplicity in language
- ❑ Avoid ambiguity
- ❑ Avoid vague words
- ❑ Avoid embarrassing questions
- ❑ Avoid double negatives
- ❑ Avoid leading questions
- ❑ Presuming questions
- ❑ Hypothetical questions



❑ ORDER OF THE QUESTIONS:

- ❑ Begin with simple and general questions
- ❑ No sensitive and embarrassing questions at beginning
- ❑ Move from general to specific in logical manner
- ❑ Sensitive questions at the end
- ❑ Demographic data should be obtained at the end of self administering questions
- ❑ **Kahn & Cannel (1975)**

funnel sequence: Start with broad questions and gradually narrow down to the specific questions related to the topic.



CONCLUSION

- ❑ Questionnaire are the main and easy way collecting data
- ❑ But the questionnaire must be highly reliable and valid.
- ❑ Using standardized questionnaires will give us the appropriate data and will yield a valid study
- ❑ One must follow all the basic guidelines and methods of constructing a questionnaire and test it before using it.



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THANK YOU...

