

# Designing Questionnaire

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### Questionnaire Design

Perhaps now you'll fill in my questionnaire?

The growth of an arm... through... from... fingers.

Cuthbert Simons upon the rack

A true description of the racking and cruel handling of Cuthbert Simons in the Tower.

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### Data and Results

- The way you collect data affects the data collected?
- The question wording affects people's answers.
- The validity of the results depends on the quality of questionnaire

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**Well Designed Questionnaire**

- Obtain most complete & accurate information as possible
- Make it easy for respondents to provide information
- Be brief and to the point
- Minimize potential sources of bias

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**Overview of Research Process**

- Formulating a topic and research objectives
- Reviewing the literature
- Formulating a research design
- Selecting a sample
- Data collection (using Questionnaire)
- Data analysis
- Ensure objectives have been accomplished
- Writing/Presenting your research
- You will revisit each stage

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**Types of Interviews**

- Structured interviews
  - Use questionnaires
  - Identical set of questions (standardized questions)
  - Interviewer administered
  - Quantitative data/research
  - Mostly used for descriptive and explanatory research
- Semi-structured interviews
  - List of themes and questions to be covered
  - Vary from interview to interview
  - Can add questions if required

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## Interviews for Data Collection

- Unstructured or in-depth interviews
  - Informal
  - No list of questions
  - Need to have clear idea of aspects to explore
  - Interview can talk freely on related aspect
  - Mostly used for exploratory research

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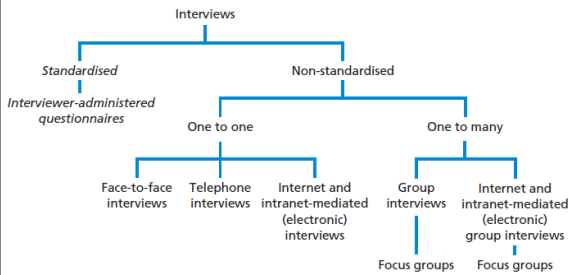
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## Interviews



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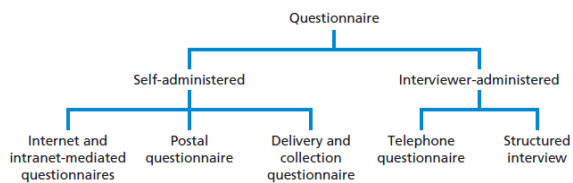
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## Types of Questionnaire



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### Choice of Questionnaire

- Research question / objectives of study
- Other related factors:
  - Characteristics of respondents
  - Importance of reaching a respondent
  - importance of respondents' answers not being contaminated or distorted
  - Sample size, types of question, number of questions
- Resource available: time, finances, and accessibility

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### 9 steps to develop a questionnaire

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    graph TD
      1[1. Define the target respondents] --> 2[2. Decide the data/information required]
      2 --> 3[3. Choose the method(s) of reaching your target respondents]
      3 --> 4[4. Decide on question content]
      4 --> 5[5. Develop the question wording]
  
```

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### 9 steps to develop a questionnaire

```

    graph TD
      6[6. Put questions into a meaningful order and format] --> 7[7. Check the length of the questionnaire]
      7 --> 8[8. Pre-test the questionnaire]
      8 --> 9[9. Develop the final survey form]
  
```

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## 1. Define the Target Respondent

- Research questions/objectives
- Define population and sample
- Unit of observations
  - Household/Individual level, Farm/Plot level
- Time period: (one year)

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## 2. Decide Data/Information Required

- Sub-divide each research objective into specific investigative objective
- Model / Conceptual framework / Theory / Research Methods
- Unit of observation
  - Household, Individual level, Farm/Firm
  - How do you define household?
- Time period: (one year)
- Develop list of variables: (Household income)
  - For each variable, develop list of sub-variables
- Refer to others' questionnaires

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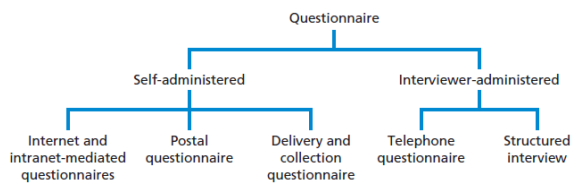
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## 3. Method of Reaching Respondent



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#### 4. Decide on Question Content

- Identify data/information required and not required
  - Is this question really needed?
- Exceptions
  - Opening questions
  - For gaining respondents' involvement in survey
- Make the questionnaire time-efficient
  - Make tables if required
- Make the data collection easier and quicker
- Helps avoid enumerator errors

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#### 5. Develop Question Wording

- Question:
  - Open-ended
  - Closed (mutually exclusive options)
  - Open response-option
  - “None” option
  - Data entry: distinguish between 0 and missing observation
  - Coding answers for facilitation in filling the questionnaire and data entry

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#### 5. Develop Question Wording

- What is the average monthly household income?
- Indicate the range of average monthly household income:
  - 1. Less than RS. 20,000
  - 2. RS. 20,000 - 50,000
  - 3. RS. 50,001 - 100,000
  - 4. Greater than RS. 100,000

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### 5. Develop Question Wording

- What is your household's main source of water for bathing, washing clothes and cleaning?
  - 1. Piped water
  - 2. Water Tankers
  - 3. Shared Public tap in neighborhood
  - 4. Boring Well (ground water)
  - 5. Other (Please Specify):

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### 5. Develop Question Wording

- Avoid unwarranted assumptions.
  - e.g. "What is your occupation?" assumes person has a job.
- Do not put two questions in one question.
- Be concise and un-ambiguous
- Avoid complex wording

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### 5. Develop Question Wording

- Avoid ambiguity:
  - How much savings do you have?
- Careful about sensitive questions:
  - Are you physically handicapped?
- Time-bounded appropriately when recall is necessary:
  - How much did you spend on vegetables in the last year?

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## 5. Develop Question Wording

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## Finalizing questionnaire

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

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