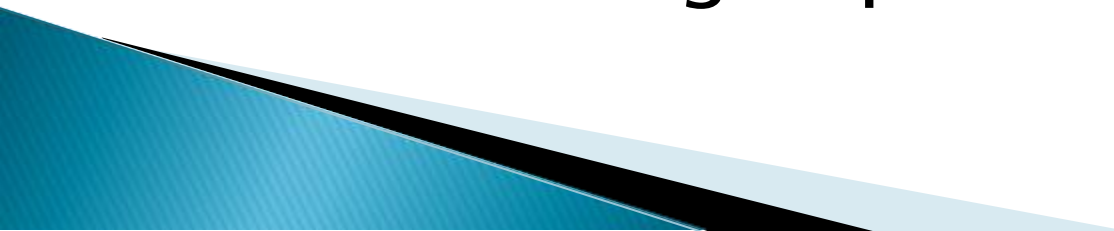


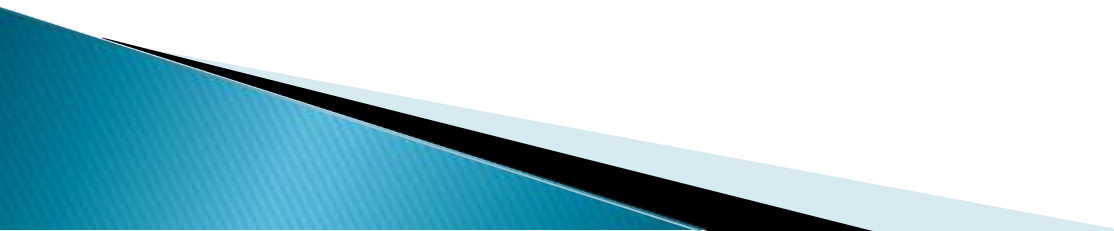
Questionnaire Design

Subject Expert
PROF. KARUNESH SAXENA

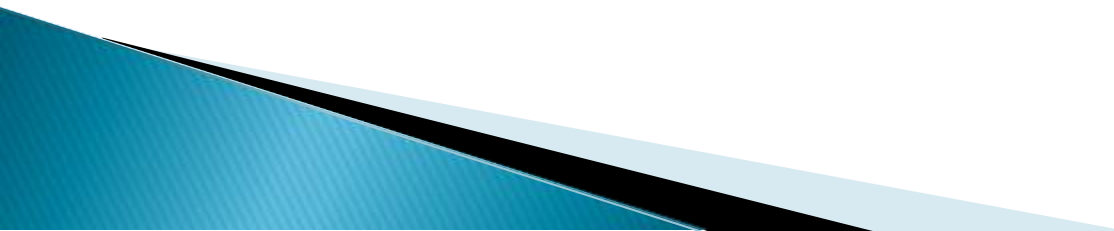
Content

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

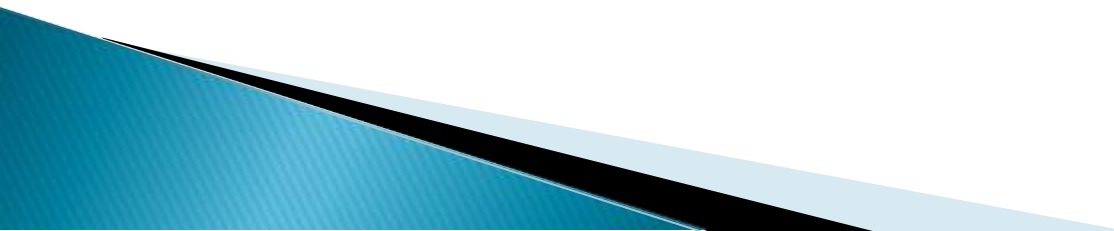
Questionnaire

- ▶ 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

- ▶ Should be concerned with specific and relevant topic
 - ▶ Should be short
 - ▶ Directions and wording should be simple and clear
 - ▶ Questions should be objective
 - ▶ Embarrassing questions, presuming questions and hypothetical questions should be avoided
 - ▶ Should be presented in a good order
 - ▶ Should be attractive, neatly printed and clearly arranged
- 

Continue...

- ▶ Should be presented in a good order
 - ▶ Should be attractive, neatly printed and clearly arranged.
 - ▶ All the questions related to personal information (name, income, phone, address etc.) of the respondents should be either
 - ▶ Optional or asked in the last section of the questionnaires.
 - ▶ Open ended questions should be placed in the later part of the questionnaire and deliberately kept to the minimum.
- 

Functions of Questionnaire

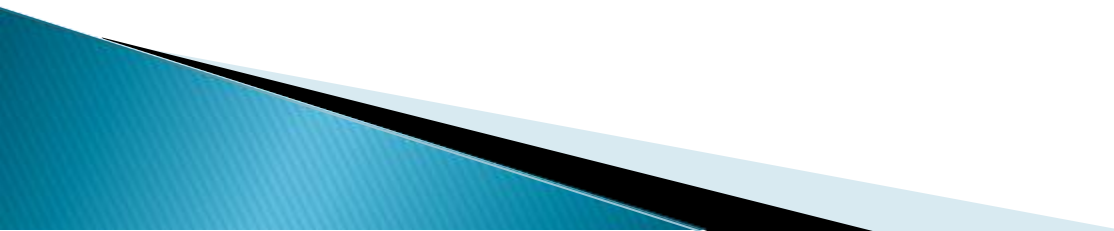
- ▶ **DESCRIPTION:**

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

- ▶ **MEASUREMENT:**

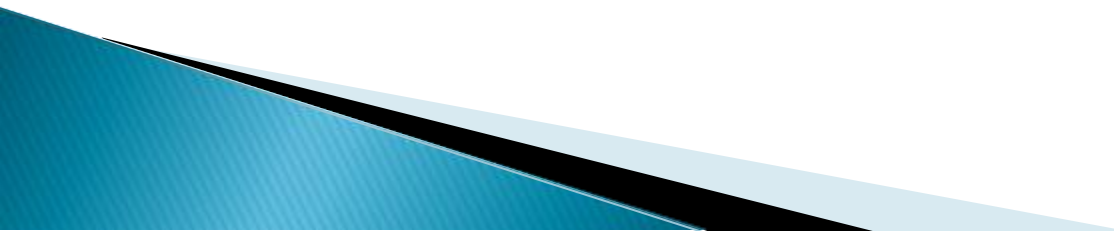
Measurement of individual and/or group variables like attitude, opinion, traits and habits of persons.

Measurement Scales

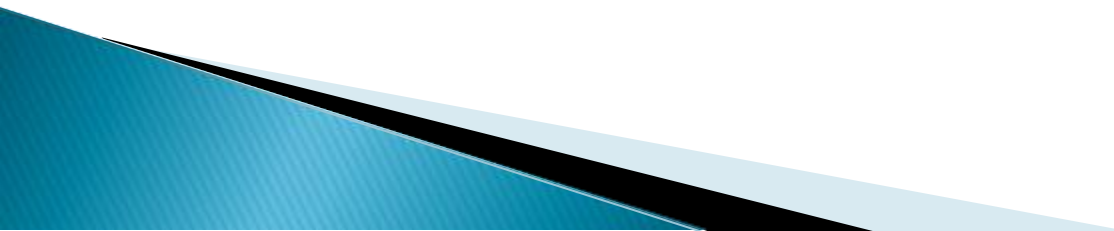
- ▶ NOMINAL: Label objects (e.g. yes/no, gender)
 - ▶ ORDINAL: Indicate only relative size differences between objects (e.g. purchase frequency)
 - ▶ INTERVAL: Use descriptors that are equal distances apart (e.g. measuring temperature)
 - ▶ RATIO: Have a true zero point (e.g. rupees spent)
- 

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

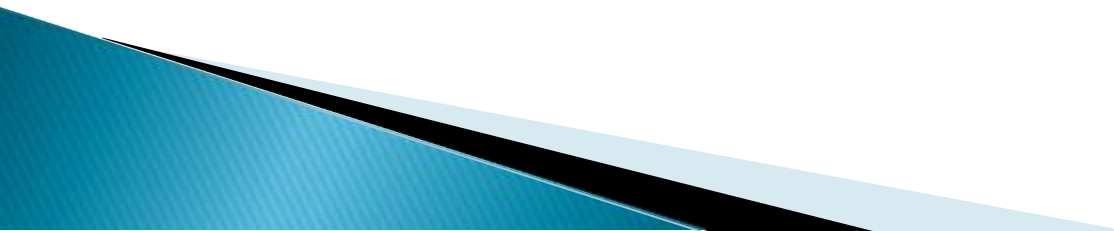
- ▶ Demographic variables are used to describe the characteristics of the people who are surveyed.
 - ▶ Measures such as race, ethnicity, age and socio economic status.
 - ▶ The accuracy and precision of questionnaire as survey research instrument depends upon the expertise and care that go into their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

Preferences and Attitudes

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

Self Report Scales

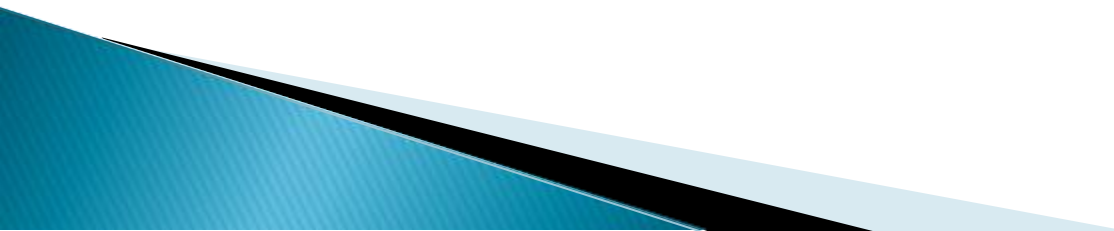
- ▶ Used to measure peoples judgments or attitude about items presented on the scale
e.g., coffee, political candidates, life events
- ▶ To determine differences among people on some dimensions presented on the scale
e.g., personality traits, amount of stress



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.

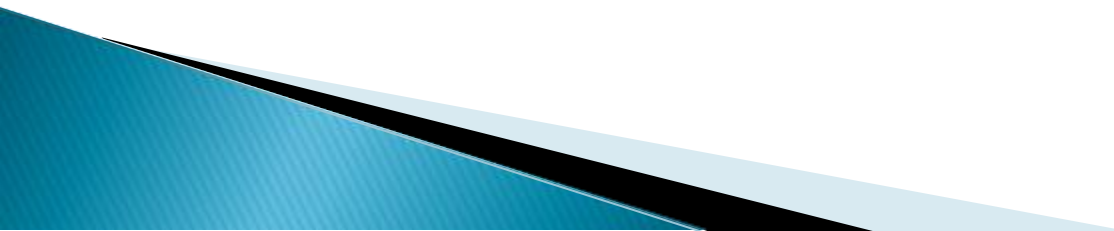
STEPS:

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
- 

The Structure of the Questionnaire

Opening

- Show Courtesy
- Awaken the respondents interest on the topic

Early Questions

- These should be simple, friendly, close ended, easy to respond questions & should convey the theme of the study

Middle Questions

- Ask the Target Questions

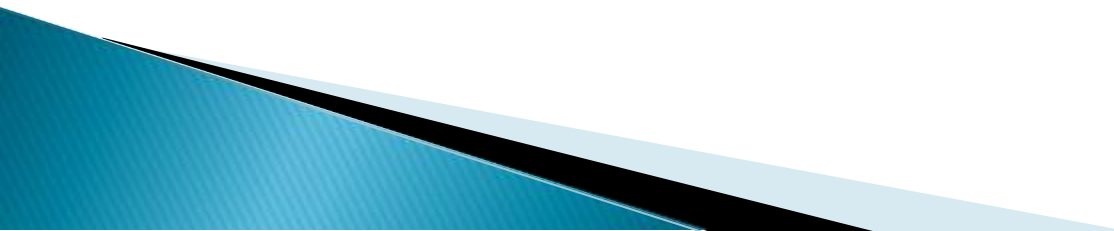
Late Questions

- Ask optional questions like name, age etc along with open-ended question here

Closing

- Build relation, Keep scope for future meetings, show gratitude to the respondent for responding, leave on a positive note

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.
- 

THANK
YOU...