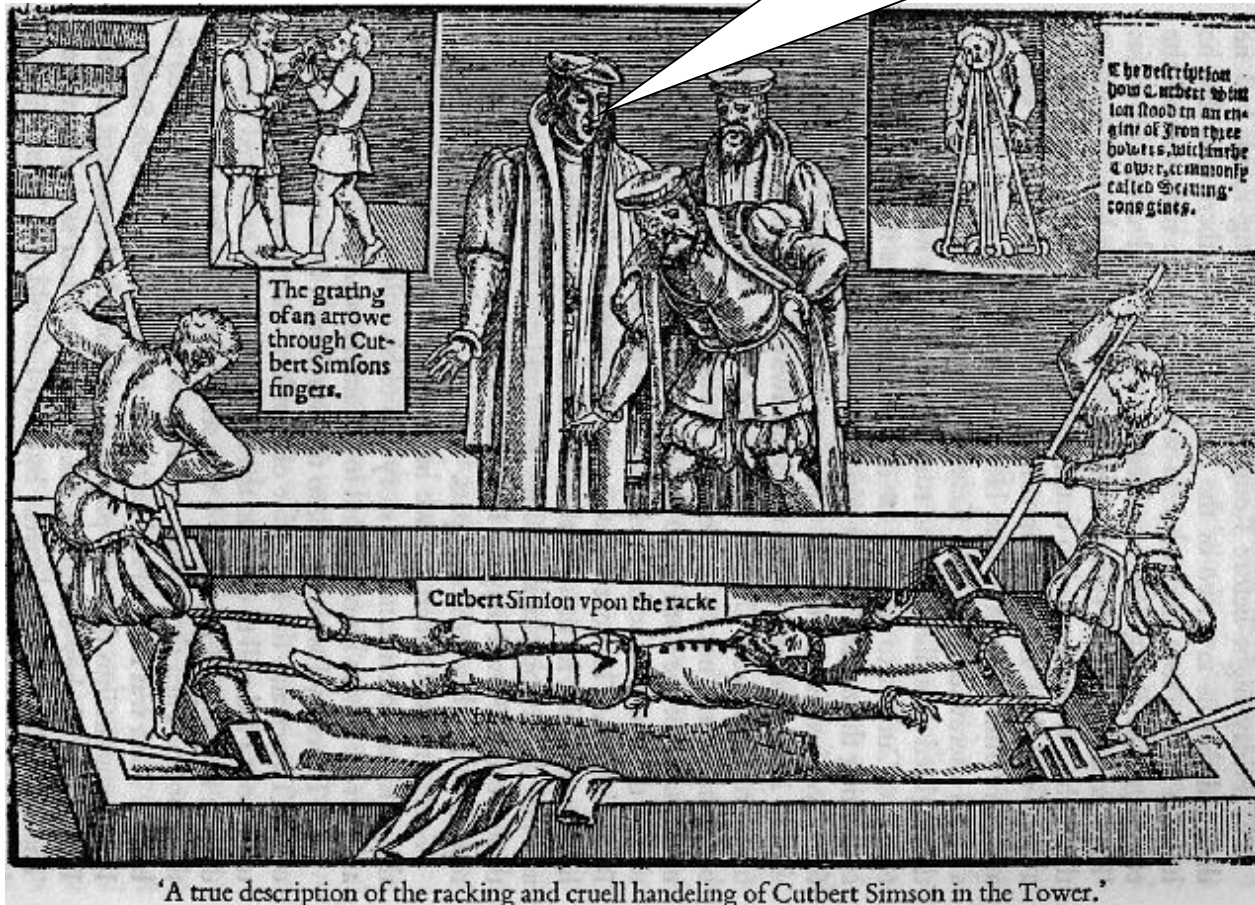


Designing Questionnaire

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SANDEE

Questionnaire

Perhaps now you'll fill
in my questionnaire?



Questionnaire Design

- 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
- Obtain most accurate information as possible
- Make it easy for respondents to provide information
- **Refer to existing questionnaires**



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



Types of Interviews

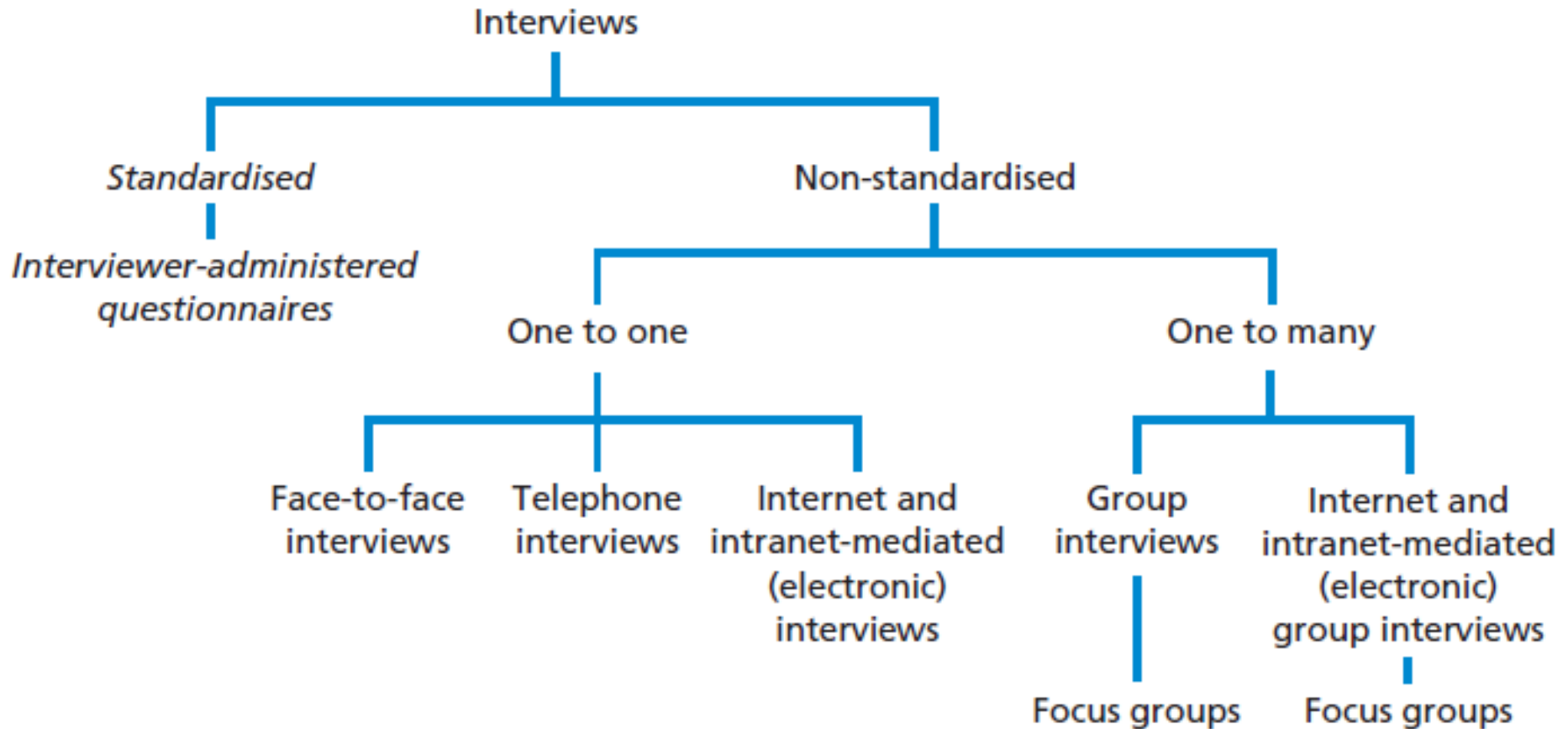
- Structured interviews
 - Use questionnaires
 - Identical set of questions (standardized questions)
 - Interviewer administered
 - Quantitative data/research
 - Mostly used for descriptive and explanatory research
- Semi-structured interviews
 - List of themes and questions to be covered
 - Vary from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



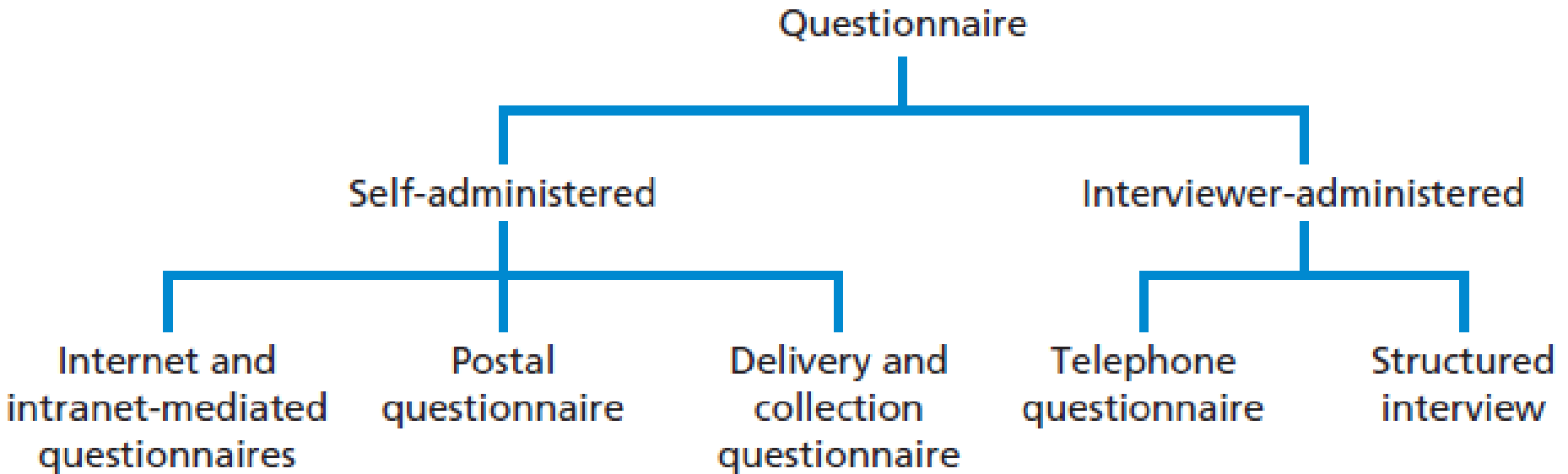
Types of Interviews

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

Interviews



Types of Questionnaire



Design questionnaire keeping in view its type

Choice of Questionnaire

- Population's characteristics
 - Literate, computer-literate,
- Importance of reaching a respondent
- Importance of respondents' answers not being contaminated or distorted
- Sample size, nature of questions, questionnaire size
- Resource available:
 - time, finances, and accessibility
- Research questions/objectives



9 steps to develop a questionnaire

1. Define the target respondents

2. Decide the data/information required

3. Choose the method(s) of reaching your target respondents

4. Decide on questionnaire content

5. Develop the question wording



9 steps to develop a 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



1. Define the Target Respondent

- Refer to data analysis plan
 - Research questions/objectives
 - Conceptual framework / Model
- Identify objectives of the survey
- Define population and sample
- Unit of analysis (from which data are to be gathered)
 - Household/Individual level, Farm/Plot level
- Time period / Reference period
 - one year or one month

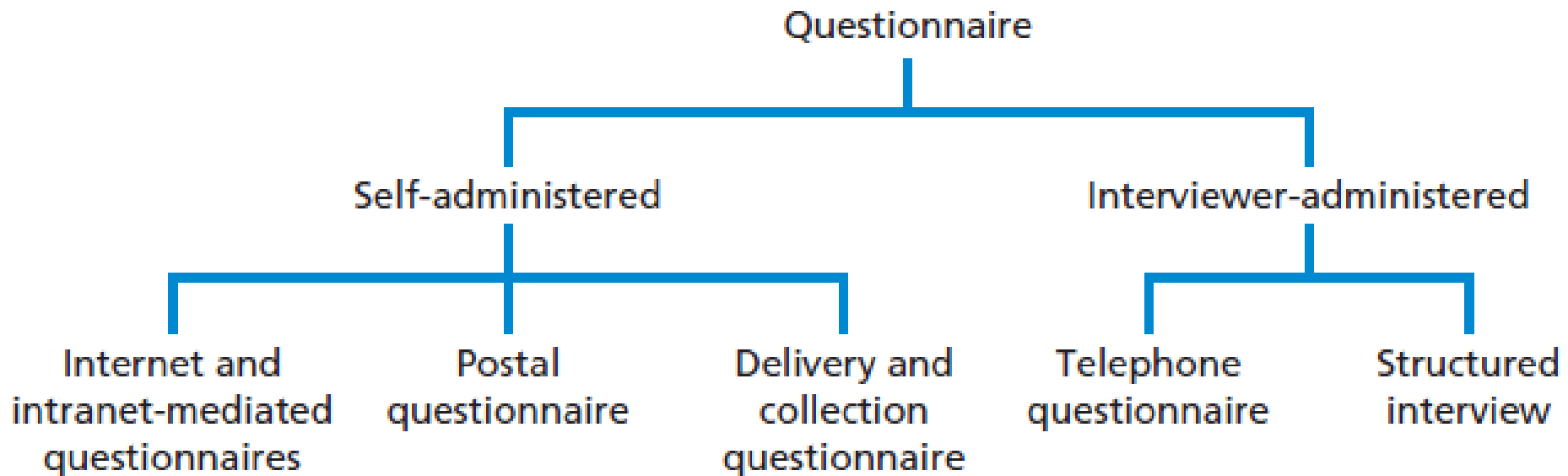
2. Decide Data/Information Required

- Sub-divide each research objective into specific investigative objectives
- Develop list of variables
 - Keeping in view the data analysis plan
- For each variable, develop list of sub-variables

2. Decide Data/Information Required

- Define unit of analysis
 - How do you define household?
 - Data from all individuals?
 - e.g. Education of head or all individuals > 15 years
- Define time period
 - Reference period
 - Sub-periods
- Refer to others' questionnaires

3. Method of Reaching Respondent



Design questionnaire keeping in view its type

4. Decide on Questionnaire Content

- Identify data/information required and not required (Is this question really needed?)
- Exceptions
 - Opening questions or for gaining respondents' involvement in survey
- Develop modules
 - HH level, individual level, farm plot level
 - Order modules
 - First module on basic information and simple to answer
 - Introduction / Consent or cover letter S A N D E E



4. Decide on Questionnaire Content

- Make the questionnaire time-efficient
- Make tables if required
- Make the data collection easier and quicker
- Helps avoid enumerators' errors

5. Develop Question Wording

Question types:

- Open-ended
- Closed -ended

Open and Close Questions

- What is the average monthly household income?
- What is the average monthly household income? Tick any one range:
 - 1. Less than or equal to RS. 25,000
 - 2. RS. 25,001 - 50,000
 - 3. RS. 50,001 - 75,000
 - 4. RS. 75,001 - 100,000
 - 5. Greater than RS. 100,000

Closed-ended Questions

- Mutually exclusive options
- Open response-option in closed-ended
 - Other. Specify:
- “None” option (if applicable)
- Coding or tick mark for each option (for filling questionnaire and data entry)
- Consistent coding
 - 1. Yes
 - 2. No
- Skip codes

None and Other Options

- What is the type of toilet that is used in your household?
 - 1. FLUSH TOILET » QUESTION 23
 - 2. TRADITIONAL LATRINE » QUESTION 24
 - 3. VENTILATED IMPROVED PIT LATRINE » QUESTION 24
 - 4. BOWL/BUCKET » QUESTION 24
 - 5. OTHER (SPECIFY _____) » QUESTION 24
 - 6. NO TOILET » QUESTION 27



None and Other Options

- What is your religion?

Please tick ✓ the appropriate box.

Buddhist

None

Christian

Other

Hindu

Please specify:

Jewish

Muslim

Sikh



Question Wording

- Questions should be written out in detail:
 - interviewer should read during survey
 - to ensure that the same questions are asked of all household by different enumerators
 - to minimize errors
 - otherwise: 7-20 times more errors (research shows)

Question Wording

- For example: “Main occupation”
 - during past one month or one year?
 - Main in terms of highest income? Or highest number of hours?
- During past one month, what was your occupation? If more than one, tell me the one for which you worked the most hours during past one month.

Question Wording

- Questionnaire should include
 - precise definitions of all key concepts used
 - e.g. household members
 - Instructional comments
 - 0 should be reminded to interviewer
 - Data entry: distinguish between 0 and missing observation
- primarily to allow the interviewer to refer to during the interview

Question Wording

- How much did your household pay in the last month for the following services?

IF THE HOUSEHOLD DIDN'T PAY ANYTHING,
WRITE ZERO

– 30. Electricity

– 31. Gas

– 32. Coal

– 33. Oil

– 34. Wood

– 35. Other fuel (Specify:

)

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Question Wording

- How much does your household pay in cash to rent this dwelling?

IF THEY DO NOT PAY, WRITE ZERO

– AMOUNT (UNITS OF CURRENCY)

– TIME UNIT

- Report the original units. Respondent should not make calculations.
- Other example:
 - Farm output in kg or maunds per acre or hectare



Question Wording

- Keep questions as short and simple as possible, using common, everyday terms.
- If the question is complicated, break it down into two or more separate questions.
- Avoid unwarranted assumptions.

6. Put questions into a meaningful order and format

- Opening questions
 - simple
- Questions flow
 - Make meaningful order
- Question variety
 - Closed and open
- Closing questions

7. Check Length and Appearance

- Not too long questionnaire
- Keeping the type of respondents and their availability
- Physical Appearance of Questionnaire

8. Pre-test Questionnaire to determine

- whether the questions as they are worded will achieve the desired results
- whether the questions have been placed in the best order
- whether the questions are understood by all classes of respondent
- whether additional or specifying questions are needed or whether some questions should be eliminated
- whether the instructions to interviewers are adequate.



9. Finalize Questionnaire

- Finalize based on pre-testing it
- Lay out
- Additional instructions for interviewer

Finalize Remarks

- Good questionnaires are difficult to construct
- Bad questionnaires are difficult to analyze

Acknowledgement

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