

Questionnaire Design

I'm doing a survey. Would you fill out this questionnaire?

Outline

- Item Wording
- Response Formats
- Layout



"Stupid woman-of course I WATCH television, what else are you supposed to do with it???"

Question Wording

- Short and simple (if and when possible)
- Watch out for negative wording
 - > Ex: Bad music was not one of the negative aspects of the wedding
- Avoid “double-barreled” questions
 - > Ex: The wedding was fun and beautiful

Item Wording

- Ask about specific events, not generalities
 - > Poor wording: How often do you use the Ramsey exercise facilities?
 - > Better: In the last two weeks, how often did you use the Ramsey exercise facilities?

Demographics

- ◉ Things to consider when asking about demographics:
 - > Why do you need the information?
 - Ask what you really need to know – make sure the question is applicable to the assessment/research questions
 - Have a good reason for everything you ask

Open v. Closed Ended

- Open ended:

- > How old are you _____

- Closed ended

- > At your last birthday were you:

- _____ 20 or less _____ 25-29

- _____ 21-24 _____ 30 or more

Notes About Demographics

- ◉ Sex v. Gender: What is the difference?
- ◉ Marital Status: Do you really need this type of information? Can it be asked in another way?
- ◉ Income: Why do you need to know? And how precise do you need to be?
- ◉ Race and Ethnicity: Be sensitive and use categories that are meaningful to your population

Response Formats

- ◉ Open response formats do not influence their answers, but data are hard to code:
 - > What is your favorite sport? _____
- ◉ Close response formats give you more control, but you risk influencing answers:
 - > What is your favorite sport:
Bowling___ Tennis___ Golf___ Baseball___

Closed Response Formats

- ◉ Common closed response formats:
 - > Likert Scales
 - > Likert-like Scales
 - > Uni-dimensional scales

Likert Scale

- A statement to which respondents indicate their level of agreement or disagreement.

This class is very worthwhile:

Strongly
Disagree

1

2

3

4

Strongly
Agree

5

Likert Scale

This class is very worthwhile.

Strongly
Disagree

1

2

3

4

5

Strongly
Agree

- Neutral point is in the middle
- End points are “strongly disagree” and “strongly agree”
- Usually 5 or 7 points but can vary

Likert-Like Scale

- Looks like a Likert scale but the end points are different than agree/disagree

This class is very worthwhile?

Very

Dissatisfied

1

2

3

4

Very

Satisfied

5

Uni-dimensional Scale

- The neutral point is at one end, not in the middle, so scale has only one dimension

How much do you like this class?

Not at all

Very much

1

2

3

4

5

Layout

- ◉ Put some interesting or relevant questions at the front
- ◉ Put demographic questions at the end
- ◉ Divide long questionnaires into sections
- ◉ Clearly label response codes

Bad Layout

How much should KSU spend on the following?

1. spend much more
2. spend more
3. spend the same as now
4. spend less
5. spend much less

Why?

Recreation facilities	1	2	3	4	5
Computer facilities	1	2	3	4	5

Better Layout

Why?

How much should KSU spend?

	Much more	More	Same	Less	Much less
Recreation Facilities	1	2	3	4	5
Computer Facilities	1	2	3	4	5

Best Layout

Why?

How much should we spend?

	Much less	Less	Same	More	Much more
Recreation Facilities	1	2	3	4	5
Computer Facilities	1	2	3	4	5

In this version, larger numbers correspond with spending more money—a logical progression.

Developing a Questionnaire

1. Decide the information required.
2. Define the target respondents.
3. Choose the method(s) of reaching your target respondents.
4. Decide on question content.
5. Develop the question wording.
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.

Thoughts?



Example Survey Questions: Items Used to Measure the Information Integrity Factor

Please indicate the extent to which you agree or disagree with the following statements as they relate to the ways people behave with information in your company.

	Strongly Disagree			Strongly Agree			
Our people frequently knowingly pass on inaccurate information to their bosses or other employees.	1	2	3	4	5	6	7
Our people frequently distribute information to justify their decisions after the fact.	1	2	3	4	5	6	7
Our people frequently keep information for themselves.	1	2	3	4	5	6	7
Our people frequently exploit business information for personal gains.	1	2	3	4	5	6	7
The strong personal integrity of our people enables the effective sharing of <i>sensitive</i> information.	1	2	3	4	5	6	7

The federal government should raise taxes so it can provide more help for people who need it:

Strongly disagree

Law-abiding citizens should have more access to guns:

Strongly disagree

Except in rare instances, such as when a woman's life is threatened, abortion should be illegal:

Strongly disagree

The United States must do more with its military power to fight terrorism around the world:

Strongly disagree

A same-sex couple should have access to the same marital benefits as those given to heterosexual couples:

Strongly disagree

The military should be given a timetable to leave Iraq:

Strongly disagree

The government should increase funding on embryonic stem cell research:

Strongly disagree

The death penalty should be available for those convicted of heinous crimes:

Strongly disagree

Affirmative action is still needed and should be used to promote diversity in the workplace and higher education:

Strongly disagree

Illegal immigrants who have shown they are productive members of society should be given amnesty and receive social services:

Strongly disagree

submit

Thoughts?



http://www.usmca.com/~online/Experiment/Consumer_Behavior_on_the_Internet - Microsoft Internet Explorer

UNIVERSITY OF FLORIDA Online Experiment: Consumer Behavior on the Internet

Progress: 73%

After everything that I have learned so far about the company and its products, my opinion is:

	completely disagree	1	2	3	4	5	6	7	completely agree
The company fulfills my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the online presentation of the company convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It would be advantageous for me to buy products from this company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am delighted about the company and its products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company meets my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company has more to offer than I expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Done Internet

start | Screen shots - part 1... | Online Experiment... | http://www.usmca.com... | 3:48 PM

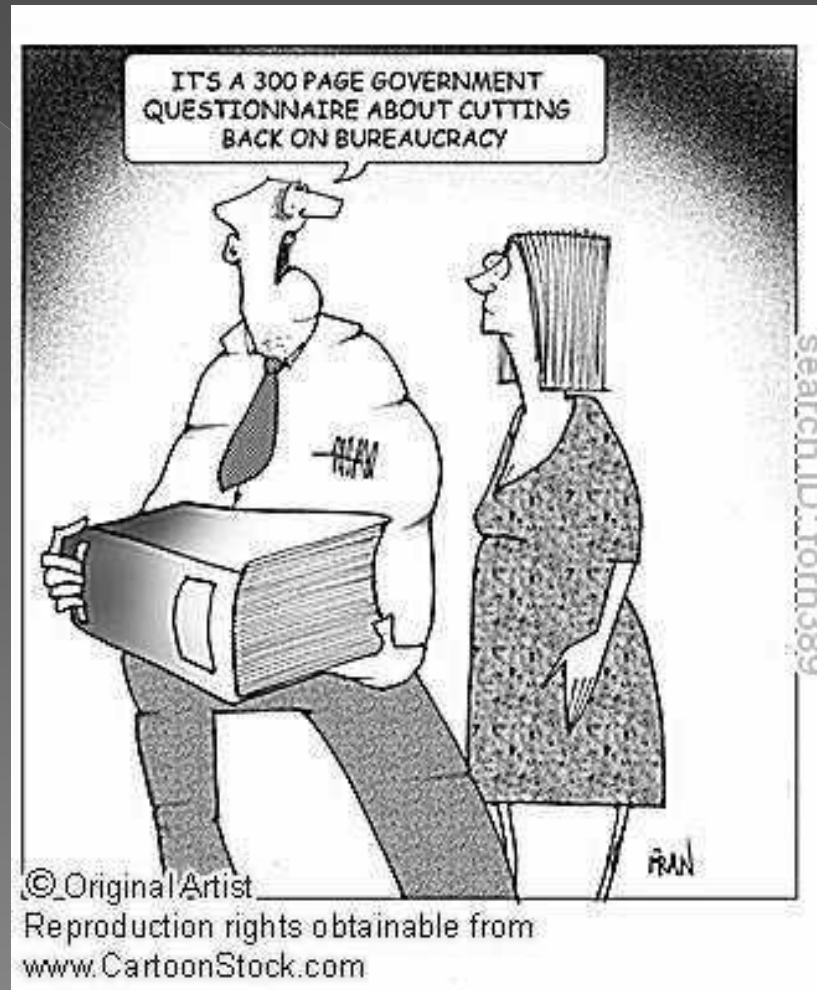
 Thoughts?

For each task in column A, circle the letter in column B that indicates how often you perform the task: O – never L – less than once a month M – monthly W – weekly D – daily		Put a check indicating the primary way you received your training to do this task. If "Other," please specify (e.g., workshops, trial and error, etc.).		For each task, indicate (✓) the level of training you feel you need Entry (E), Intermediate (I), Advanced (A)
A	B			
Manage System Hardware:				
Plan hardware installation	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT (on the job) <input type="checkbox"/> Other _____	E ____ I ____ A ____
Acquire hardware	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Coordinate network installation	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Schedule preventive maintenance	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Coordinate hardware repair	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Install hardware	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Boot system	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Maintain inventory of system hardware	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Order consumable supplies	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Run diagnostics	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____
Relocate hardware	O L M W D	<input type="checkbox"/> Class room <input type="checkbox"/> Self Study	<input type="checkbox"/> OJT <input type="checkbox"/> Other _____	E ____ I ____ A ____



Thoughts?

Questions??



- Adapted from: Samdahl 7150 Questionnaire Design