

# QUESTIONNAIRE DESIGN

**Dr. Sengphet Phanthavong**

# Overview



- **Introduction**
- **Delivery modes**
- **Answer options**
- **Structuring questionnaires**
- **Writing 'good' questions**

# Introduction



- Questionnaires are used to collect data that is self-reported**
  - **e.g. census, product preferences**
  
- In epidemiology questionnaires are frequently used tools to collect data on:**
  - **Exposures**
  - **Outcomes**
  - **Effect modifiers**
  - **Confounders**

# Delivery mode



- Self administered questionnaires**
  - **Mail out**
  - **Web delivery**
- Interviewer**
  - **Face-to-face**
  - **Over the phone**

# Answer formats



- Closed – forced choice**
  - **Categories are decided by the researcher prior to sending out the questionnaire**
  
- Open format – free text**
  - **Answers are coded by the researcher at the end**

# Structuring questionnaires



- ❑ **Include a cover letter or hand out**
- ❑ **Start with an interesting, easy and non-threatening question**
- ❑ **Limit the number of pages to the questionnaire**
- ❑ **Grouping similar questions and maybe including headings**
- ❑ **Do not lead people to the correct answer**
- ❑ **If possible always send a thank-you letter within a week of receiving the response**

# Writing good questions



- **Get truthful answers**
- **Ask for one bit of information at a time**
- **Allow for all possible answers**
- **A better answer structure might have been**
- **Don't be ambiguous, options must be mutually exclusive**
- **Should ask for negative and positive experiences in the same way**
- **Do not use emotionally or vaguely defined words.**
- **Do not use unclear letter (jargon)**

# Pre-test



- **Piloting the questionnaire**
  - **This is essential**
  - **Try it out on 20-30 people**



# Quality Control



- **Pre-testing the Questionnaire:**
  - **Field Testing Techniques**
  - **Expert reviews**
  - **Cognitive interviews**
  - **Full pretest**

# Interview methodology:



➤ **Face-to-Face**

➤ **Telephone**

➤ **Mail surveys (Paper)**

➤ **web-based surveys (Computer)**

## Some notes

---

- ❑ **Questionnaire almost certainly means a lot more to you than to the respondent**
- ❑ **The respondent is likely to be less well educated**
- ❑ **Need to precise topic and your respondents will help design a good questionnaire**



**Thank you**