Questionnaire Design

What is a "Questionnaire"

- Same set of questionnaire in a pre-determined order

- Can be qualitative and quantitative (mostly quantitative)

- If quantitative,
  will have 'standardised' response
  - Deduction
  - Positivism

When to Use a Questionnaire?

- You have access to the moderately large **population**.
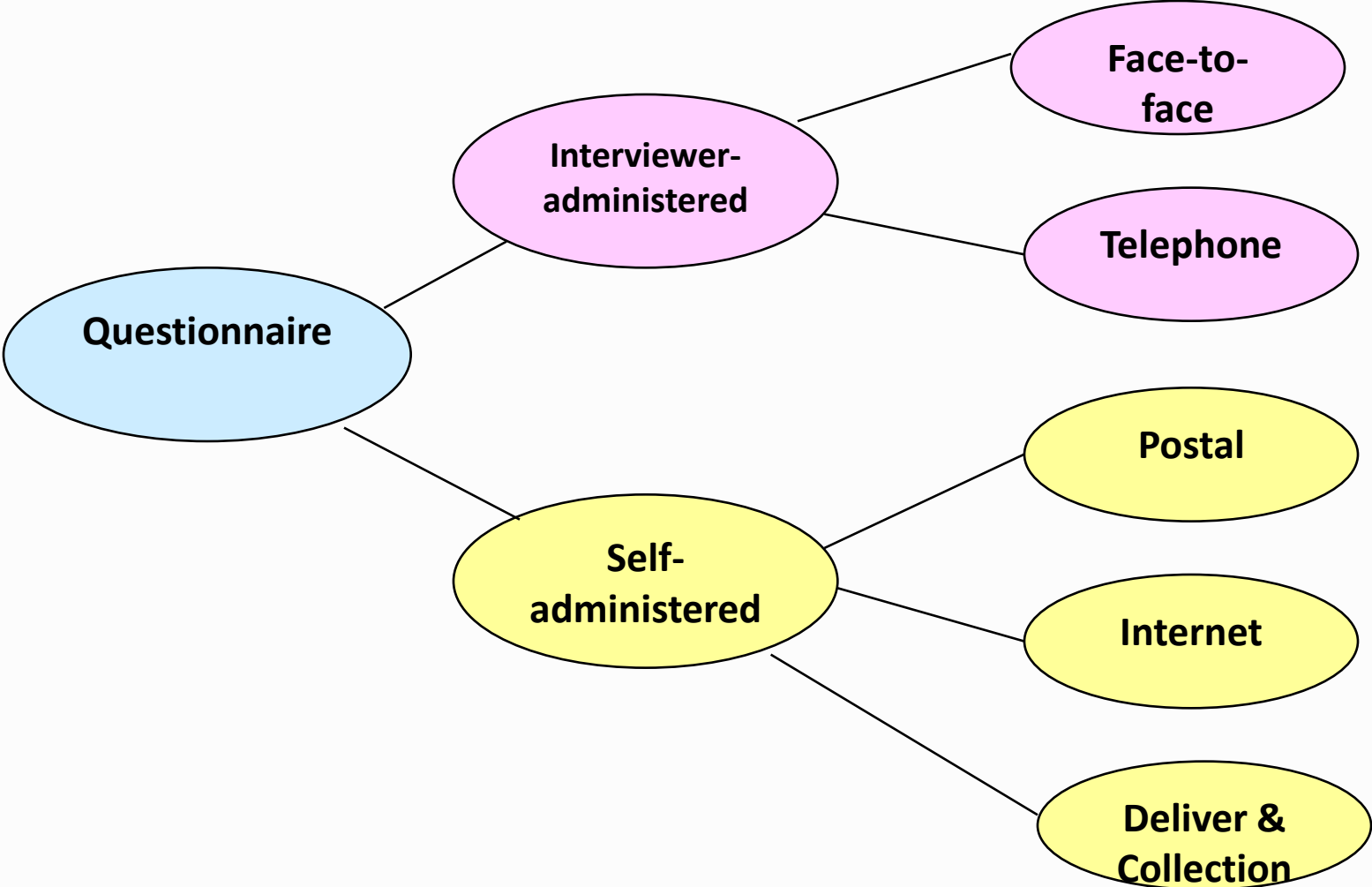- There is no other efficient way.

🙂

- Descriptive research- how many students fail the exam? (Not solely suitable for Masters level work
- Explanatory research- Exam failing and alcohol consumption

🙁

- Exploratory research- why do you like binge drinking

Distributing the Questionnaire

Questionnaire Length

"There is no hard and fast rule about the number of questions that can be included in a questionnaire".

"Decisions about the size of a questionnaire are ultimately a matter of judgement on the part of the researcher, who needs to gauge how many questions can be included before the respondent is likely to run out of patience and consign the questionnaire to the waste bin".

Types of Questions

1. Pre-coded, single-choice questions
Ex: Gender, male or female?

2. Open-ended questions Ex: Job description

3. Presence-absence questions Ex: Y or N for items

4. Rank-ordering questions Ex: Rank your tutors

5. Likert-type questions ex: sad 1-2-3-4-5 happy

Use it with Caution: 2 and 4, because they take time!

Most often used: 1 and 5

Types: Pre-Coded, Single-Choice

- ask respondents to indicate which *one* category applies
- If not all options can be listed, include a category entitled "Other" with a space to indicate what the "Other" category implies
  - "Please specify" _____
- Categories should be mutually-exclusive
  - i.e., no categories overlap with one another

Types: Open-Ended Questions

- Do not have pre-set answers.
- Use when:
  - Too many response categories
  - You don't wish to impose categories on respondents
  - Qualitative – source of quotations
  - Determining appropriate categorization
  - You want a change in pace for respondents

  EX: What do you like about this lecture?

  _____

Presence-Absence: Example

Have you ever had contact with a person with an MBA within any of these groups? (Circle to indicate "yes" or "no" for each group)

	Yes	No
Community -----------	1	0
Family ----------------	1	0
Relatives -------------	1	0
Elementary school --	1	0
High school -----------	1	0
University class ------	1	0
As a co-worker -------	1	0

Rank-Ordering Questions: Example

Rank-order the three most important characteristics you want in the job you make your life's work. (Place a 1 beside the most important one; a 2 beside the second most important one; and a 3 beside the next most important one.)

High salary…………..   ____
Security……………..   ____
Continued interest…..   ____
Power……………….   ____
Prestige………………   ____
Excitement…………..   ____

Likert-Type Questions: Example

In the following, circle a number to indicate the extent to which you agree or disagree with each statement:

I believe capital punishment represents the most effective deterrent to murder.
   Strongly disagree 1 2 3 4 5 6 7 8 9 Strongly agree

I believe a murderer can be rehabilitated to become a responsible, functioning member of society.
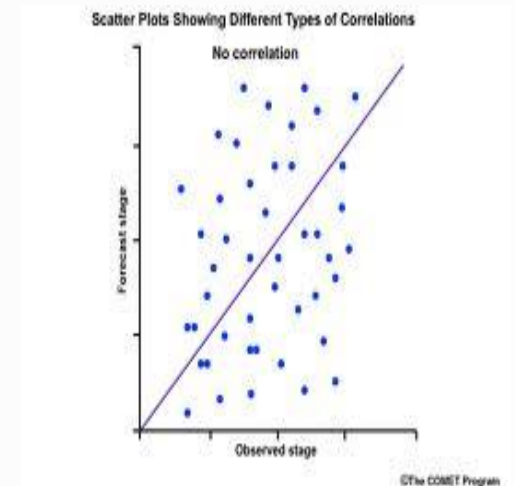   Strongly disagree 1 2 3 4 5 6 7 8 9 Strongly agree

I believe a life sentence is a satisfactory penalty for murder.
   Strongly disagree 1 2 3 4 5 6 7 8 9 Strongly agree

Questionnaire Design

1. Make a list of variables. Usually includes:
    1. Background variables ex: Gender? Age? Nationality?
    2. Dependent variable(s) ex: IB tendency? Satisfaction?
    3. Independent variables ex: browsing time? Salary level?

Based on your hypothesis!

2. Anticipate how data will be analyzed
    – Correlation? Crosstab?

3. Draft the proposed questions
    – editing and arranging order

Scatter Plots Showing Different Types of Correlations

No correlation

Forecast stage

Observed stage

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The Wording of Questions

1. Make sure that the wording is **completely** unambiguous

2. Avoid vague questions – the more specific and concrete the question, the easier it is to give a precise answer

3. Use only the minimum amount of technical jargon

4. Use wording that is suited to the specific target group

5. Keep the questions as short and straightforward as possible

6. Avoid asking the same question twice in a different fashion

The Wording of Questions Cont….

7. Avoid the use of 'leading' questions
8. Be sure to include sufficient options in the answer, or include an "Other (please specify)" option
9. Pay attention to the way questions are numbered – it can help to guide respondents through the questionnaire
10. Avoid words or phrases that might cause offence

Ordering the Questions

1 The most straightforward questions should come at the start

2 The least contentions questions and least sensitive issues should be dealt with at the beginning of the questionnaire

3 The sequence of the questions should not lead the respondents towards 'inevitable' answers, where the answers to later questions are effectively predicated on the answers to earlier ones

Exercise – Are These Questions, Good or Bad?

Pre-test and Pilot Test

- Pre-test: ask someone to do the questionnaire, can they understand it? Can they finish the questionnaire without any doubt or difficulties?

- Translation: Back-translation method

- Pilot test: distribute it to a small sample of respondents to test reliability, validity, or questions modification- how many respondents do you need for a pilot test?

Other Things to Consider

- Validity: Does it measure what it intend to measure?

- Reliability: consistency of the measurement

- Format: brief introduction/cover letter; not too long in order to avoid missing data

- Order: put the same types of questions together; background questions at the end

- Pre-coded: do you know how to key-in your data?

Remember Remember Remember

- What you are trying to measure (relationships, differences/associations)
- How you will test it (what statistical tests/analysis)
  - If using a non-statistical form of analysis their should be a good academic justification

- Do not plan to do a questionnaire until you have worked out the above!

Ex: Do Something Like This!
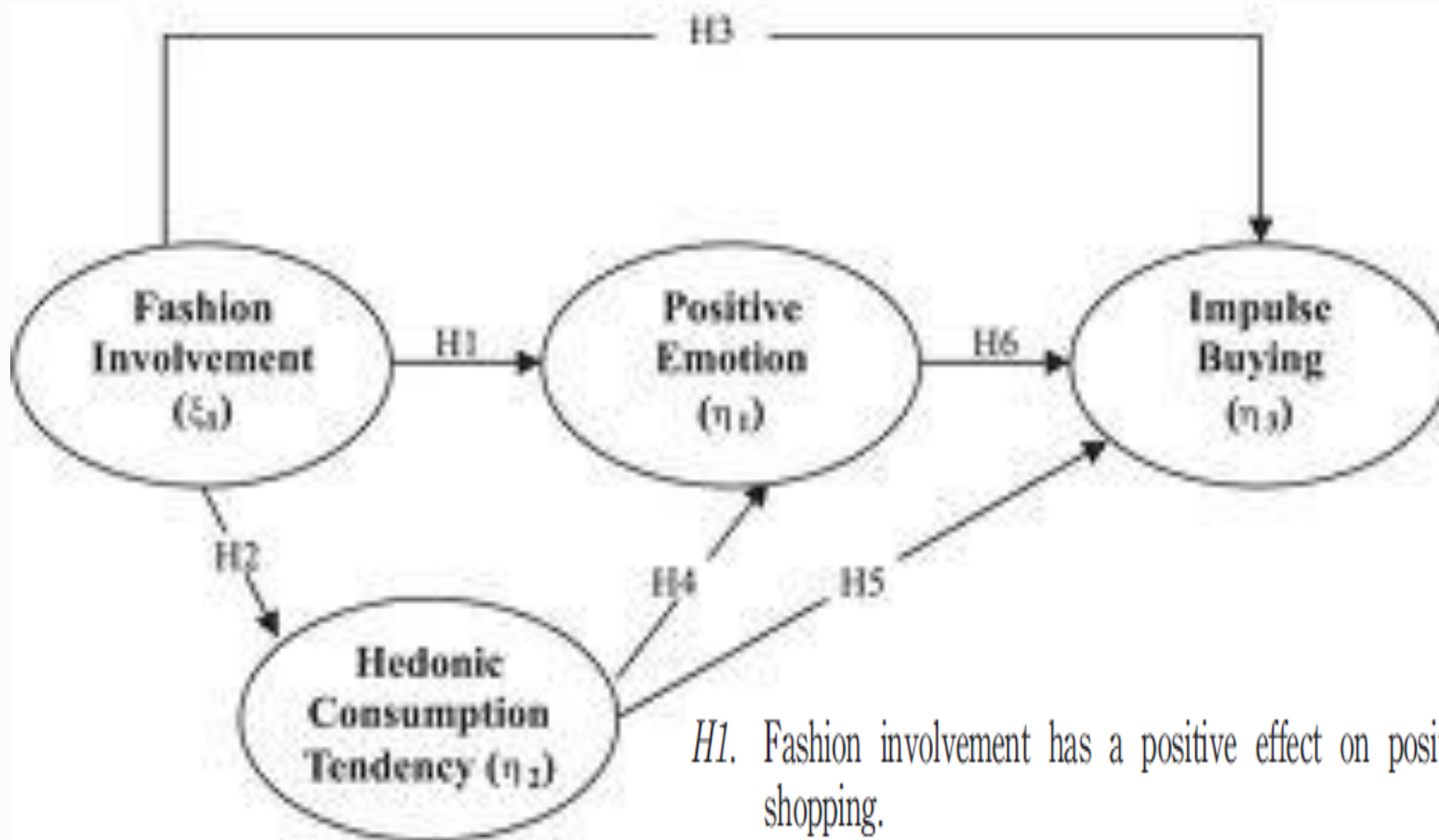
H1. Fashion involvement has a positive effect on positive emotion during shopping.

H2. Fashion involvement has a positive effect on fashion-oriented impulse buying behavior during shopping.

Then Design…

Variables

Fashion involvement
X1   I usually have one or more outfits of the very latest style
X2   An important part of my life and activities is dressing smartly
X3   I am interested in shopping at boutique or fashion specialty stores rather than at department stores for my fashion needs
X4   I usually dress for fashion, not comfort, if I must choose between two

Positive emotion
Y1   Excited
      Satisfied

Hedonic consumption tendency
Y3   I want to satisfy my sense of curiosity
Y4   I want to be offered new experiences
Y5   I want to feel like I'm exploring new worlds

Fashion-oriented impulse buying
Y6   I buy clothing with a new style if I see it
Y7   I buy to try out a garment with a new feature
Y8   I like to buy new clothing that just came out

Potential Problems of Questionnaire

- Limited for certain questions

- Low response rate/ respondents motivation

- Self-report bias

- Missing data

- Cannot obtain

  additional data

Recap! Just remember…

- Always know first: what to measure, how to measure, and how to analyze

- Design questionnaire based on your hypothesis/model

- Existing scales from literature are very useful

- Think about the wording, format, and the order of the questions

- Pre-test and Pilot test

So, your Methodology would Look Like This

- Because the nature of your RQ, you have adapted xxx research philosophy and used questionnaire as your data-collecting method

- Why questionnaire?

- Questionnaire Design- what scales/questions? Why are you using them?

- Pre-test and Pilot test: validity/reliability; purified scales; the final qustionnaire