

E-Content on Questionnaire

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Definition

- A **questionnaire** is a means of eliciting the feelings, beliefs, experiences, perceptions, or attitudes of some sample of individuals.
- As a data collecting instrument, it could be **structured or unstructured**.

Factors affecting questionnaires

- **Length** of the questionnaire.
- Reputation of the **sponsoring agency**.
- **Complexity** of the questions asked.
- **Relative importance** of the study as determined by the potential respondent.
- Extent to which the **respondent believes** that his responses are important.
- **Quality and design** of the questionnaire.
- **Time of year** the questionnaires are sent out.

Types of questionnaires

- *Open or unrestricted form* - calls for *free response* from the respondent
- There is *predetermined set of response*
- They provide *true, insightful and unexpected suggestions*
- Allows for *greater depth of response; is difficult to interpret, tabulate, and summarize.*
- An ideal questionnaire contains open ended questions toward end of all questions

Closed or restricted form of questionnaire

Offers respondents a number of alternative replies, from which the subjects must choose the one that most likely matches the appropriate answer.

- **Characteristic of questionnaire**
 - Facilitates easy statistical calculation
 - Provides easy preliminary analysis
 - Can be asked to different groups at different intervals
 - Facilitates efficient tracking of opinion.

Types of closed form of questionnaire

- **Dichotomous questions:** respondent to make a choice between two responses such as yes/ no or male/ female
- **Multiple choice question:** respondents to make a choice between more than two response alternatives
- **Cafeteria questions :**respondents to select a response that most closely corresponds to their view.
- **Rank order questions** – Respondents to rank their responses from most favorable to least favorable
- **Contingency questions:** A question that is asked further only if the respondent gives a particular response to previous question.

- Rating questions: Respondent is asked to rate a particular issue on a scale that ranges from poor to good
- **Likert questions:** helps know how strongly the respondent agrees with a particular statement.
- **Bipolar questions:** These questions have two extreme answers his/ her response between two opposite ends of the scale.
- **Matrix questions:** it includes multiple questions and identical categories are assigned .questions are placed along the top and list of questions down the side

Characteristics of a good questionnaire

- Deals with a *significant topic*
- Seeks only that *information which cannot be obtained* from other sources such as census data
- As *short* as possible, only long enough to get the essential data.
- *Attractive in appearance, neatly arranged, and clearly duplicated or printed.*
- Directions are clear and complete. Questions are objective, with no leading suggestions to the desired response
- Questions are presented in good psychological order, proceeding from general to more specific responses.
- To easy tabulate and interpret.

Guidelines for preparing questionnaire

- Prepared according with study objective
- Concise, precise and brief
- Criticism from faculty and class members
- Trailing the questionnaire with friends
- Respondents selected carefully
- As par as possible open ended questions should be avoided
- Controversial and ambiguous questions should be avoided
- Getting permission in organization before administering questionnaire
- Try to get the aid of sponsorship
- Mailed questionnaire should have introduction, purpose and directions to fill the questions
- Abrupt ending of the questions and questionnaire should be avoided.

Construction of questionnaire

Problem definition



Search for relevant secondary data for problem



Exploratory interviews with subject expertise and review personal experience with colleagues

Writing of specific research objectives



Listing of hypothesis to be tested



Development of questions for questionnaire

Method of administration of questionnaire

POSTAL

Lowcost
Not in labour
intensive

PHONE

High speed
Rapport with
respondent
High
respondent
rate

ELECTRONIC

low cost, high
speed,
not labour
intensive

PERSONALLY ADMINISTERED

detailed
questions ,
high response
rate

Advantages of questionnaire

- Cost effective
- Easy to analyse
- Less time and energy need to administer
- Reduce bias as interviewer is not present
- Used for large sample size
- Less instructive\ than face to face interview

Disadvantages of questionnaire

- Not suitable for all
- Low response rate
- Mailed questions may be filled by someone else
- Provides superficial information
- Chances of misinterpretation
- People can lie and answer the questions vaguely.



Thank you!
for your
time!