

Creating Questionnaires

Gabriela Príncipe
Jacob Lang
Elizabeth Kelley



What is a Questionnaire?

- List of questions used to collect data from a sample group; designed for statistical analysis of the responses
- Explanatory
 - Qualitative data
 - Open-ended questions
- Standardized
 - Quantitative data
 - Testing hypotheses
 - All respondents are working with the same thing

Planning a Questionnaire

- Decide what information is required
- Define the target respondents
- Choose method(s) of reaching target respondents

Picking Topics

- What is its purpose?
- Who is your target audience?
- Is it appropriate?
 - Content, age, language
- Where are your respondents coming from?
 - City vs. rural areas
 - Size of respondent population

Forming Questions

- Short, clear, focused
- Easily classified by research objectives
- Avoid loaded/biased questions - neutrality!
- Include all possible answers
- Avoid open-ended questions
- Consider audience
 - Survey length, scale size, list of choices

Online Formats

- Survey Monkey



- Nuts

Survey Nuts

- KwikSurvey Surveys

kwiksurveys

Activity

- Go to <https://www.surveymonkey.com/s/8LHRKBY> and complete our short sample questionnaire.
- Begin thinking about how a pre-assessment for a lesson on making coffee might look.

Sources

- <http://www.lse.ac.uk/library/versions/Creating%20effective%20questionnaires%20and%20surveys.pdf>
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- <http://www.evalued.bcu.ac.uk/tutorial/4a.htm>
- <http://www.human.cornell.edu/pam/outreach/parenting/research/upload/Designing-20an-20Effective-20Questionnaire.pdf>
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