

# Designing Of A Questionnaire



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# OBJECTIVES



- Defining questionnaire
- Explain types of questionnaire
- Discuss the steps in designing a questionnaire



- **What is Questionnaire?**

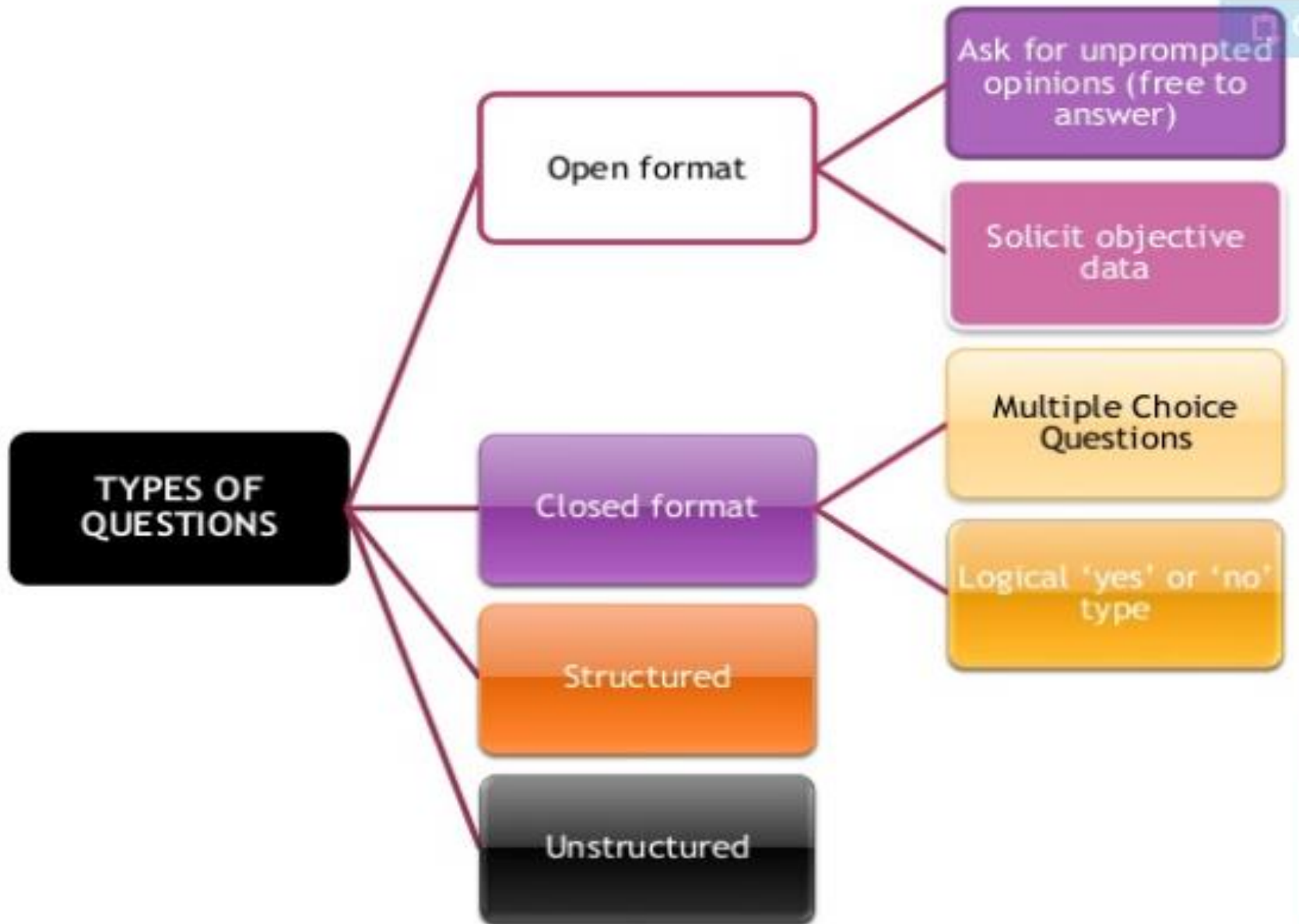
# Defining A Questionnaire



**A questionnaire is a set of questions for gathering information from individuals.**



**You can administer questionnaires by mail, telephone , using face-to-face interviews, as handouts or electronically(i.e by e-mail or google forms )**





## What type of question is this?

State your opinion about the quality of ABC Corporation's products and services ?

.....

.....

.....



# What type of question are these?



Do you think the product will be useful?



Yes



No

Which are the gadgets that you cannot live without?

1.  
Cell  
Phone

2.  
Laptop

3.  
PDA

4.  
iPOD

5.  
Digital  
Camera

6.  
XBOX 360

# Open format

ADVANTAGE

DISADVANTAGE

Free to answer

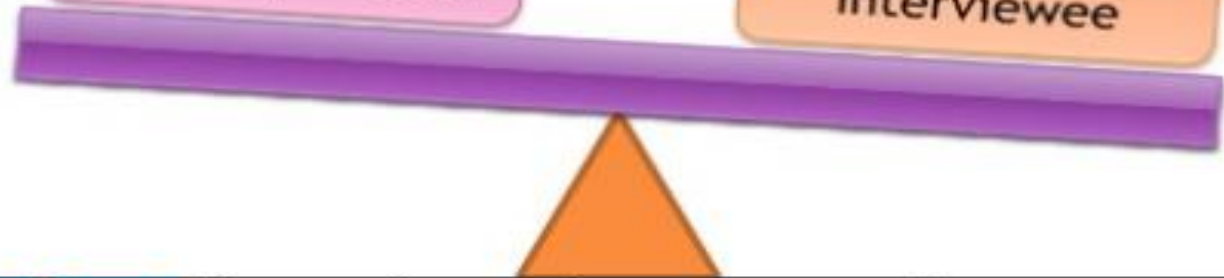
A chance for  
vivid expression

Read and think  
individually

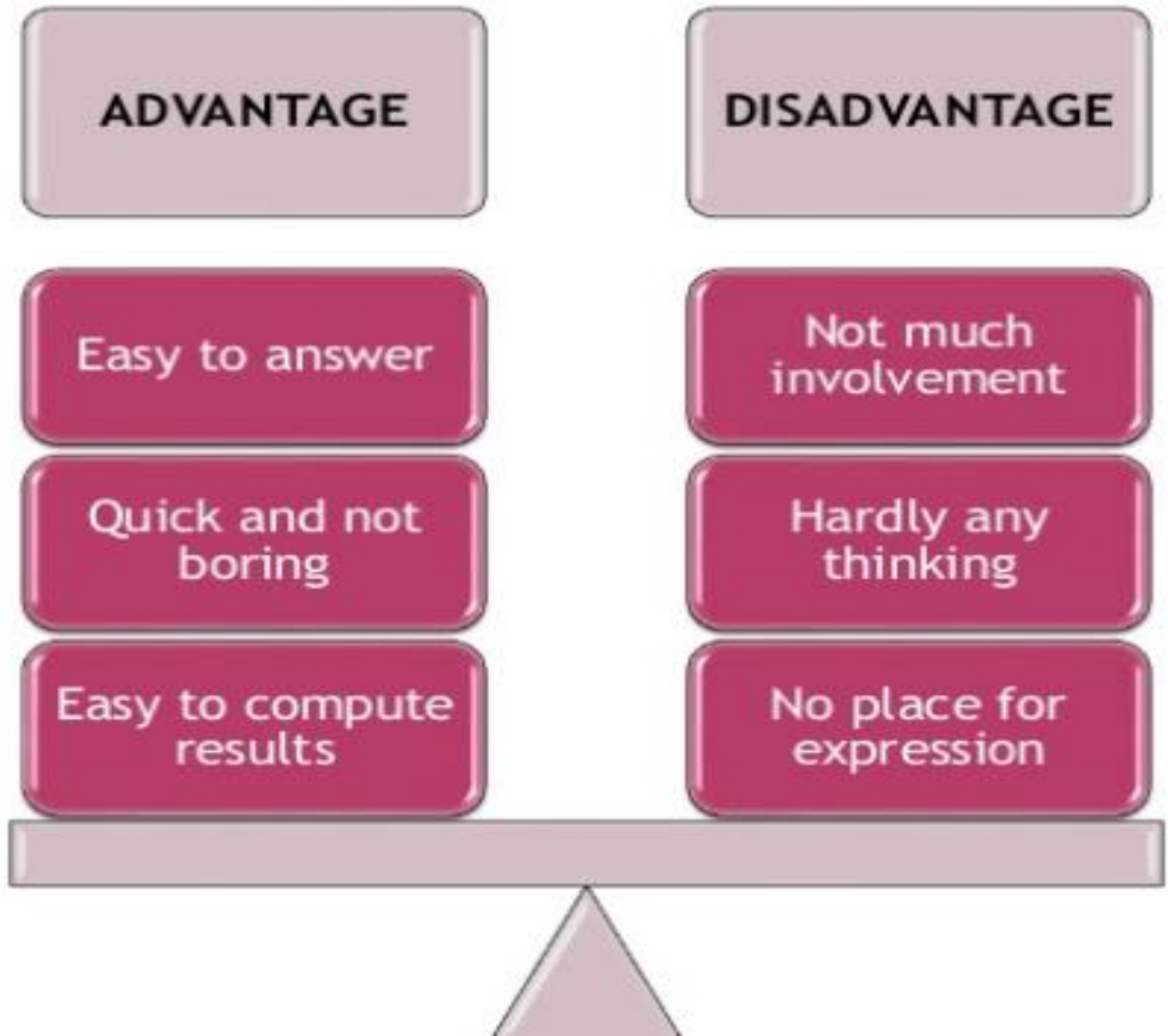
Tabulation is not  
automatic

Influential on the  
reader

Boring to the  
interviewee



# Closed format



# Questionnaires in Research

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**Much of the data in clinical research is gathered using questionnaires or interviews.**



**The validity of the results depends on the quality of these instruments.**

- **Good questionnaires are difficult to construct; bad questionnaires are difficult to analyze.**



- **Is it easy to construct a good questionnaire ?????**
  - **Yes**
  - **No**



**Each question must provide a valid and reliable measure.**

**The questions must clearly communicate the research intention to the survey respondent.**



**The questions must be assembled into a logical, clear way .**

**That will keep the respondent sufficiently interested to continue to cooperate.**



# QUALITY AIMS IN SURVEY RESEARCH

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• **Goal is to collect information that is:**

• **Valid (درست)**

• **Reliable (قابل اعتماد)**

• **Unbiased (غیر جانبدار)**

• **Discriminating (فرق)**

# STEPS TO DESIGN A QUESTIONNAIRE:

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- 1. Write out the objectives of your study.
- 2. Write out the information to be collected that relates to your aims.
- 3. Review the current literature to identify already validated questionnaires that measure your specific area of interest.



- 4. Compose a draft of your questionnaire.
- 5. Revise the draft.
- 6. Assemble the final questionnaire.
- 7. Pilot your questionnaire

# Step 1: Define the aims of the study

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- Write out the problem and primary and secondary aims using **one** sentence per aim. Formulate a plan for the statistical analysis of each aim.
- Make sure to define the target population in your aim(s).

For e.g

- To determine the frequency of cigarette smoking among college students in XYZ boys college , Peshawar.
- To explore the causes of cigarette smoking among college students
- Structured survey questionnaire was used for data collection.

## Step 2: Define the variables to be collected

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- Write a detailed list of the information to be collected and the concepts to be measured in the study. Are you trying to identify:
  - Attitudes
  - Needs
  - Behavior
  - Demographics
  - Some combination of these concepts

# Step 3: Review the literature

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- **Review current literature to identify related surveys**
- **Saves development time and allows for comparison with other studies if used appropriately.**



- **Proceed with caution if using only a subset of an existing questionnaire as this may change the meaning of the scores.**
- **Contact the authors of the questionnaire to determine if a smaller version of the instrument exists that has also been validated.**



## Step 4: Compose a draft :

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- Determine the mode of survey administration: face-to-face interviews, telephone interviews, self-completed questionnaires, computer-assisted approaches.



- Format the draft as if it were the final version with appropriate white space to get an accurate estimate as to its length –
- **longer questionnaires reduce the response rate.**



- Place the most important items in the first half of the questionnaire to increase response on the important measures even in partially completed surveys.
- Make sure questions flow naturally from one to another.

# Step 5: Revise

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- **Shorten the set of questions for the study.**
- **Refine the questions included and their wording by PILOT testing**
  - **Ensure the flow is natural.**
  - **Verify that terms and concepts are familiar and easy to understand for your target audience.**
  - **Keep recall to a minimum and focus on the recent past.**

## Step 6: Assemble the final questionnaire [1]:

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- At the top, clearly state:
  - **The purpose of the study**
  - **How the data will be used**
  - **Instructions on how to fill out the questionnaire**
  - **Your policy on confidentiality (رازداری)**



# Example



- **STIGMA ASSOCIATED WITH REPRODUCTIVE HEALTH AMONG UNMARRIED WOMEN IN PESHAWAR**

Stigma is a mark of disgrace associated with anything. Reproductive health refers to a condition of female reproductive system during all stages of life it includes ovary, fallopian tubes , cervix and uterus .

Your participation in this survey is voluntary ,questions asked are for research purpose only . Information provided will be kept confidential

# Assemble the final questionnaire

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- Include white space to make answers clear and to help increase response rate.
- Use larger font size (e.g., 14) and high contrast (black on white).

# Keep these in mind!



Ask only  
necessary  
background  
questions



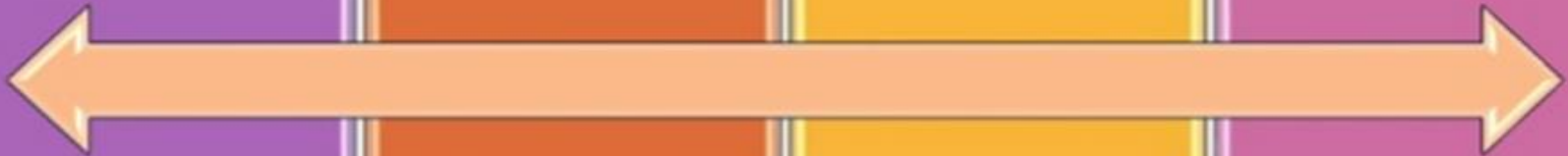
Avoid sensitive  
and  
embarrassing  
questions



Keep questions  
simple and  
straightforward



Do not ask  
questions that  
turn off the  
participants'  
spirits





# References

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- [www.statpac.com/surveys](http://www.statpac.com/surveys)
- “Design and use of questionnaires: a review of best practice applicable to surveys of health service staff and patients”, Health Technology Assessment, 2001. Vol.5, No. 31.
- Moser CA, Kalton G. Survey methods in social investigation. 2<sup>nd</sup> ed. Aldershot: Gower; 1971.
- Questionnaire Design lecture, Theresa Scott



Thank  
you!!  
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