Questionnaire Building

Standardization
- Gives Guidelines for observation
- Speed and Accuracy in Recording data / Handling data

The Questionnaire
- Basic information
- Classification information
- Identification information

Important factors for Questionnaire
- Memory
- Motivation
- Communication
- Knowledge

Questionnaire construction procedure
1. Decide what information is needed
2. Decide what type of Questionnaire to use
3. Decide on the content of individual question
4. Decide on the type of question to use
5. Decide on the wording of the question
6. Decide on the question sequence
7. Determine, form, layout and method of Questionnaire reproduction
8. Make a preliminary draft and preset it
9. Revise and prepare the final Questionnaire

1. Decide what information is needed
- Translate research objectives into specific questions
- Motivate respondents to answer

3. Decide on the content of individual question
- Is the Question necessary?
- Does the respondent have the information required?
  - Is the point within the respondent experience?
  - Can the respondent remember the information?
- Will the respondent have to do a lot work to get the information?
- Will respondents give the information?
- Are several questions needed instead of one?

4. Decide on the type of question to use
- Open questions
- Multiple-choice questions
- Dichotomous questions

5. Decide on the wording of the question
- Define the issue
- Should the question be subjective or objective?
- Positive or Negative Statement

- Use simple words
- Avoid ambiguous questions
- Avoid leading questions
- Do not ask questions in a way that will involve generalization
- "Cushion" questions that may seem unreasonable to respondent
- Use "Split – Ballot" wherever possible

6. Decide on the question sequence
- Opening questions must win respondents' interest
- Place questions apt to cause difficulty in the body of the Questionnaire
- Consider influence of questions on succeeding questions
- Arrange questions in logical order
- Mailing the special problem
- Pre-code information

7. Determine, form, layout and method of Questionnaire reproduction
- Securing acceptance of the Questionnaire
- Ease of control
- Ease of handling