

## Questionnaire

It is a tool for collecting information to describe, compare, or explain an event or situation as well as, knowledge, attitudes, behaviours, values and characteristics on a particular target group.

It is a Data collection instrument used for gathering data.

It is a formalized schedule of an assembly of carefully formulated questions.

It is a set of questions designed to generate the necessary information for achieving a research project's objectives

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1. Converts research objectives into specific questions.
  2. standardizes / normalizes the questions.
  3. Keeps researchers/respondents motivated to complete the research.
  4. Serves as a permanent record.
  5. Accelerates (speed-up) the process of data analysis.
  6. Increases Reliability and validity purposes.

## Questionnaire General Formats

- Self-administered questions (by mail or personal contact)
  - In person (face-to-face)
  - Telephonically interviews
- Open questions - more information but difficult to codify, enter, and analyze.
- Closed questions - less information but easy to codify, enter, and analyze.

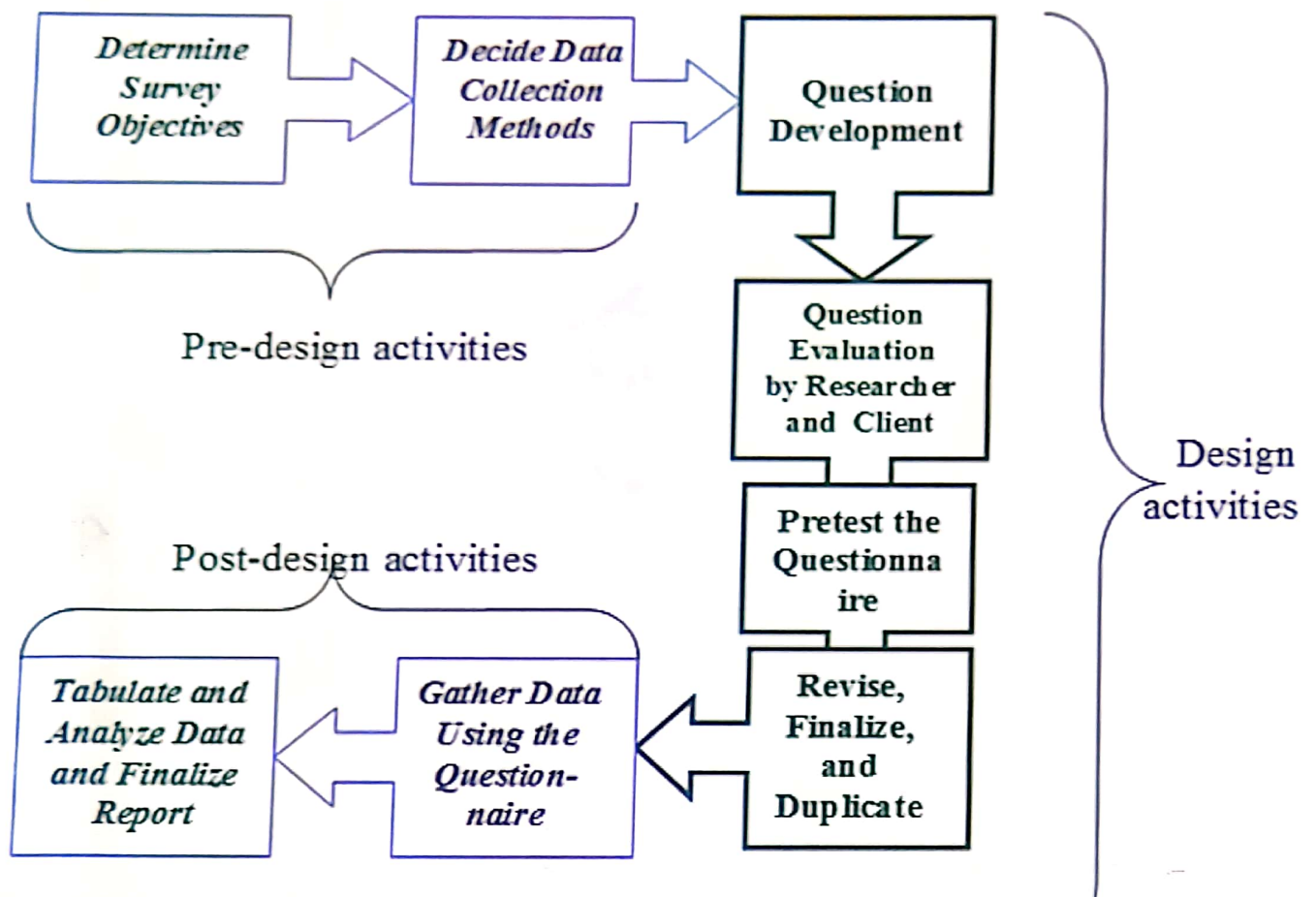
## Questionnaire design elements

1. **Proper/ Correct Format** : Each question must have simple and the most appropriate format (e.g., structured versus nonstructured).
2. **Relevance**: Each question should be relevant to your research objectives and proper to obtain meaningful and valid responses.
3. **Simplicity and Clarity**: Questions should be simple and clear. Sequence of the questions should also be clear.
4. **Accurate Layout** : The layout and appearance of the questionnaire should be favourable to accurate, easy and proper data collection.

## Questionnaire Layout

- Provide sufficient spaces.
- Use prominent print for instructions.
- Use simple and clear questions.
- Do not repeat questions.
- Do not write biased questions.
- Number the questions.
- Layout should facilitate editing and coding.

## Steps in a Questionnaire Development Process



## Types of Questions

There are three types of questions are used in questionnaire:

### 1. Open Ended Questions

- Basic Open ended questions
- Probing questions

### 2. Closed Ended Questions

- Dichotomous Questions
- Multiple-Choice Responses
  - Single coded multiple choice responses
  - Multi coded multiple choice responses

### 3. Scaled Questions

- Labeled Questions
- Unlabeled Questions

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**Q. What do you particularly like about Lipton Tea?**

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**Q. Why are you unwilling to buy a cellular phone when it is available in the market?**

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**Probing Questions**

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**CLOSED-ENDED QUESTIONS:** Questions to which respondents are required to answer from set of alternative responses provided by the researcher. Could be dichotomous or multiple choice. likely

Dichotomous Questions With No Neutral Response

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Q. Do you have a cellular phone?

- Yes ..... 1 without neutral
- No ..... 2 response

Dichotomous Questions With Neutral Response

Q. Is it likely that you will purchase a cellular phone in the next six months?

- Yes ..... 1 with neutral
  - No ..... 2 response
  - Not Sure ..... 3
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## Single- and multi-coded multiple choice questions

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Q. On an average, how much do you spend on news papers, books and magazines in a month? (Please check one from the following responses.)

Less than Rs. 500 .....	1	Single-coded question
Between Rs. 501 & 530 .....	2	
Between Rs. 531 & 545 .....	3	
Between Rs. 546 & 560 .....	4	
Rs. 561 or more .....	5	

Q. Which of the following household appliances does your household have?  
(Please check as many responses that are applicable to you.)

TV .....	1	VCR .....	5	Multi-coded question
LCD .....	2	Microwave .....	6	
PC .....	3	Cellular phone .....	7	
Fax .....	4	Others .....	8	
		Specify .....		

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## Labeled and Unlabeled Scaling Questions

<b>Type of Scaled Questions</b>	<b>Examples</b>	<b>Advantages</b>	<b>Disadvantages</b>
Unlabeled scaled-response question	“On a scale of 1 to 7, how would you rate the IBM Thinkpad on ease of operation?”	1. Allows a respondent to express the degree of his/her intensity of feelings. 2. Easy to administer and code.	Respondents may not relate to the scale well.
Labeled scaled-response question	“Do you disagree strongly, disagree, agree, or agree strongly with the statement, ‘IBM laptops are a better value than Compaq laptops’?”	1. Allows a respondent to express the degree of his/her intensity of feelings. 2. Easy to administer and code. 3. Respondents can relate to the scale.	Scale may be “forced” or overly detailed.