

Questionnaire Development

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Outlines

1. Development

2. Designing questions and responses

3. Pre-survey evaluation

Development

Development

- **Why we want to measure?**
- **What we want to measure?**
- **Who we want to measure?**
- **How we want to measure?**

Development

- **Objective?**

- ???

- **Outcomes?**

- ???

- **Target?**

- ???

→ **Content.**

Content

Content

- **Focus on the study objectives. [Why?]**
- **Focus on the outcomes. [What?]**
- **Sources:**
 - Expert opinion.
 - Focus groups.
 - Qualitative studies.
 - Literature – theories & research findings.

Development

- **How we want to measure?**
 - Types of questionnaires.
 - Methods of administration.
 - Types of questions and response options.

Types of Questionnaires

Types

- 1. Self-administered**
- 2. Interviewer-administered**

Methods of administration

Methods of administration

1. Self-administered:

- Pen-and-paper – direct, mail.
- Computerized – Google Form, Survey Monkey, pdf Form.

2. Interviewer-administered

- In-person interview
- Phone

Types of questions

Questions

- **Types:**
 - Open
 - Closed

Open

- **Open ended questions.**
 - Fill in the blank – self-administered.
 - Short answer, elaborate – interviewer-administered.

Closed

- **Choices:**

- Dichotomous (Yes/No)
- Multiple choice
- Checklist
- Ranking of response options
- Rating
- Likert Scale
- Visual analog scale

Designing questions and responses

Design Objectives

- **To ensure quality response, 5 general objectives (McDonald et al., 2003):**
 1. Consistent meaning.
 2. Expected response.
 3. Ability to response.
 4. Willingness to response.
 5. Same type & mode of administration.

Consistent meaning

- **Meaning as understood by respondent, other respondent and researcher itself should be similar.**
- **Simple, clear, straight-forward words.**
- **Language level suitable for respondent.**
- **No “OR” – multiple concepts.**
- **No ambiguous term “kadang-kadang” vs “jarang-jarang”. Specify frequency.**
- **Overlap. “w/in 1 year” vs “w/in 2 years”?**

Expected response

- **Be specific.**
- **Open-ended question may suffer.**
- **“When?” could mean age, date, year, period of time etc.**

Ability to response

- **Ask something that respondent can easily recall and answer.**
- **“How many cigarette have you smoked for the past 10 years?”**

Willingness to response

- **Ask something that respondent can provide answer honestly.**
- **Respondent may withhold the information or answer dishonestly. Socially desirable answer.**
- **“Have you ever robbed anyone? Yes/No”**
- **“I never ever lie to anyone? Yes/No”**

Same types, modes and methods of administration

- **The way interviewer ask question should be standard.**
- **The way respondents answer the questionnaire is similar – self-administered vs interviewer-administered; pen-paper vs mail vs online.**
- **The form of presentation of questionnaire similar for all – format, method.**

Pre-survey evaluation

Pre-survey evaluation

- **Evaluation by (McDonald et al., 2003):**
 1. Review by other researchers and experts.
 2. Focus group discussion (FGD).
 3. Cognitive debriefing.
 4. Field pretest.

1. Review by researchers and experts.

- **Covers the most important and extensive part of content evidence of validity.**
- **Next lecture on Validity of Measurement Tools.**

2. Focus group discussion (FGD).

- **Consists of representative sample of target population.**
- **Focused on general feedback on comprehension of key/problematic items – to ensure consistent meaning.**
- **Problematic items → consider suggestions from the respondents – improve wording.**

3. Cognitive debriefing.

- **Individual interview.**
- **More on how the respondent understand and answer questions.**
- **Understanding – ask him to rephrase and explain the questions.**
- **Answer – how they arrive at the answers.**
- **More intensive than FGD.**

4. Field Pretest / pilot study

- **Field testing the complete questionnaire**
- **Representative sample**
- **Evaluate:**
 - the form:
 - Wording – understanding, grammar, syntax
 - Formatting – well edited and professional looking (don't use Comic Sans!)
 - Flow – logical and organized

4. Field Pretest / pilot study

- **Evaluate (cont.):**

- the administration process:

- Length
 - Timing
 - Interviewer/Rater training & reliability
 - Flow of questionnaire administration
 - Logistic

- the data entry preparation:

- Coding
 - Data entry procedure
 - Frequency of item non-response

References

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