

QUESTIONNAIRE DESIGN

- *Initial considerations*
 - Type of information required
 - Type/nature of respondents
 - Type and method by which survey is to be administered

- *Question content*
 - Relevance of a question
 - Clarity of a question
 - Avoid ambiguous, leading, double-barrelled questions
 - Ability and willingness of respondent to answer

- *Question phrasing*
 - Style appropriate to target population
 - Short
 - Clear and unambiguous
 - Avoid biased words and leading questions
 - Avoid double-barrelled questions
 - Avoid negative questions
 - Discourage guessing
 - Do not assume anything for granted from the part of the respondents

- *Types of response format*
 - *Closed questions*
 - ❖ Dichotomous
 - ❖ Multiple choice (4 to 5 options; neutral point)
 - ❖ Likert scale (Agree or disagree)
 - ❖ Semantic differential (scale connecting bipolar words)
 - ❖ Importance scale (importance of some attribute)
 - ❖ Rating scale (Excellent to poor)

 - *Open-ended*
 - ❖ Completely unstructured
 - ❖ Word association (first word that comes to mind ...)
 - ❖ Sentence completion
 - ❖ Story completion
 - ❖ Picture completion (filling balloons)
 - ❖ Thematic apperception test (relate story to picture)

- *Question sequence*
 - Quota control questions (identification with target population)
 - Interest, reassurance and foretaste
 - Logical order
 - Avoid questions which suggest answers to later questions (bias)

- *Questionnaire layout*
 - Good quality paper
 - As short as possible (20-30 questions)
 - Use lines, boxes, pictures, etc, ...
 - Instructions kept to a minimum but user-friendly
 - Purpose of survey explained at the beginning and guarantee of confidentiality
 - What is to be done with the completed questionnaire

- *Pretest, revision and final version of questionnaire*
 - *Uncover faults*
 - ❖ Misprints
 - ❖ Grammatical mistakes
 - ❖ Relevance of questions
 - ❖ Expected range of answers

PERSONAL INTERVIEW

<i>Advantages</i>	<i>Disadvantages</i>
<ol style="list-style-type: none">1. The interviewer is able to reduce respondent anxiety and allay potential embarrassment. Thereby increasing the response rate and decreasing the potential for error.2. The routing of questions is made easier due to the experience of the interviewer.3. Variability may be reduced in the way that responses are recorded.4. Less skill required since the ways of recording are standardised, thereby reducing the cost.5. Pictures, signs and objects can be used.6. Sincerity of responses can be checked more easily.7. The respondent is available.	<ol style="list-style-type: none">1. It can be time-consuming.2. Higher cost involved per completed interview.3. Questionnaires can be difficult to design.4. No anonymity.5. Questions on sensitive issues may not receive the correct responses.

TELEPHONE INTERVIEW

<i>Advantages</i>	<i>Disadvantages</i>
<ol style="list-style-type: none">1. Rapid response.2. A wide geographical area can be covered fairly cheaply (no travelling expenses).3. Easier to ask questions of sensitive nature.	<ol style="list-style-type: none">1. Only people who have phones are considered.2. Not possible to use pictures or showcards.3. Higher refusal rate.4. Sincerity of answer cannot be checked.5. Identity of person unknown.6. Interview must be short.

QUESTIONNAIRE

<i>Advantages</i>	<i>Disadvantages</i>
<ol style="list-style-type: none">1. The cost per respondent is likely to be less, i. e., more people can be sampled.2. More questions can be asked since the respondent is answering them at his/her own convenience.3. The interviewer cannot influence any respondent (all questionnaires are the same).4. Questions on sensitive issues may be asked and answered easily.5. Anonymity.6. A large amount of responses is obtained in a short amount of time.	<ol style="list-style-type: none">1. Low response rate (30% is usually considered as high!)2. Questionnaires may only be partly answered.3. Misunderstandings may not be clarified.4. No encouragement to think more deeply about questions before answering them.