

Monthly Graduate Supervision

CONSTRUCTING QUESTIONS IN A QUESTIONNAIRE

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WHAT IS A QUESTIONNAIRE?

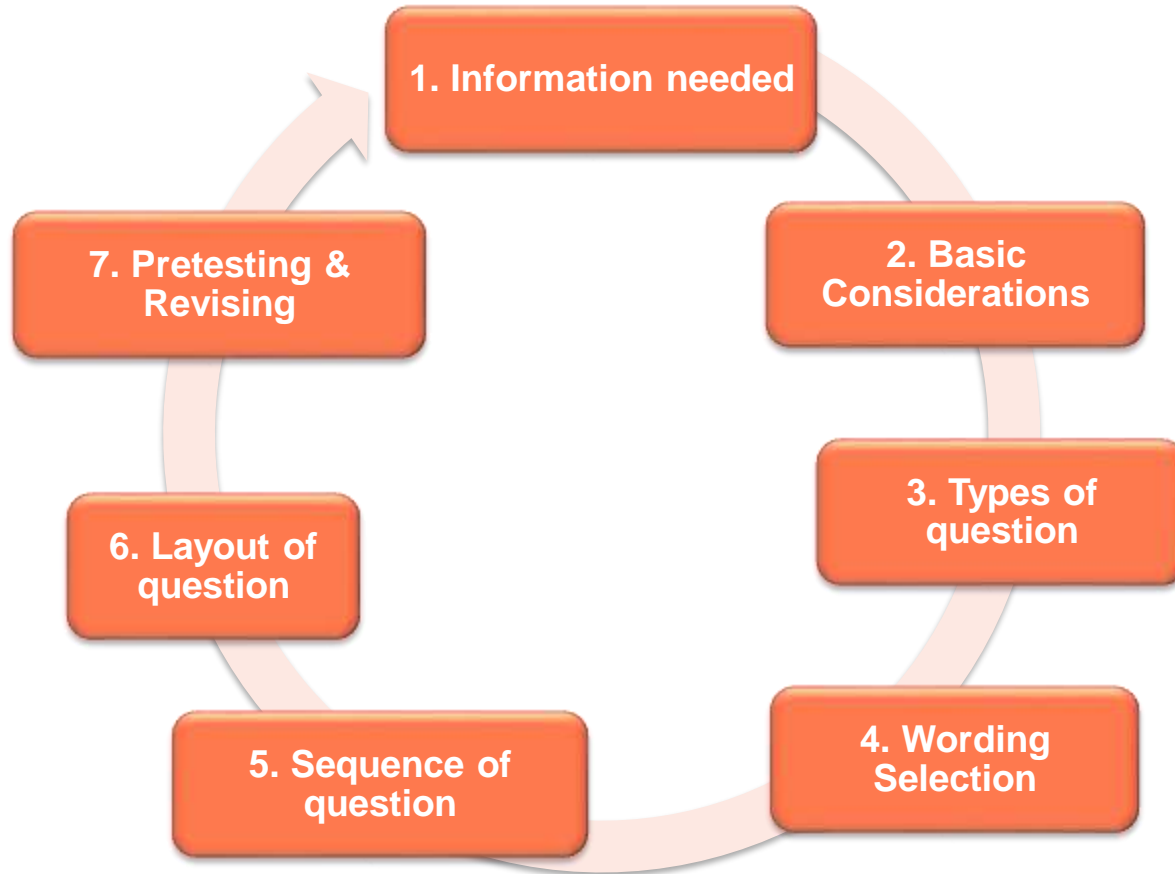
- A written list of questions that are answered by a number of people so that information can be collected from the answers (Oxford Learners' Dictionaries)
- Questionnaire is widely used in collecting information through survey
- A type of research instrument used in collecting primary data

ELEMENTS OF QUESTIONNAIRE

1. Title of your research
2. General introduction of a questionnaire
3. Specific instruction of a questionnaire
4. List parts in of a questionnaire
5. Estimation of time to fill in a questionnaire
6. Additional Information (Full information about the researcher and supervisor)
7. Questionnaire Items
8. Appreciation to the respondents



STEPS IN CONSTRUCTING A QUESTIONNAIRE





01

Information Needed

1. What is the purpose of your survey?
2. What information are you looking for?

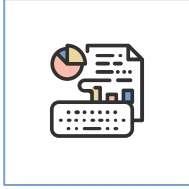


Research Objectives And Research Questions



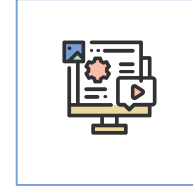
02

Basic Considerations



Questionnaire Relevancy

- ***What should be asked?***
- ***Are the question asked really important?***
- ***Does the respondent have the desired information?***



Questionnaire Accuracy

- ***Are the question use appropriate wording and sequence?***
- ***Are the questions understandable by the respondents?***
- ***Are the questions unbiased and unambiguous?***



03

Types of Question

1. Close-Ended Question (Fixed-Alternative Question)

Questions in which respondents are given specific, limited-alternative responses, and asked to choose the closest to their own viewpoint.

2. Open-Ended Question

Questions that pose some problem and ask the to answer in their own words.

Closed-Ended Questions



Dichotomous Question

E.g. Yes or No; True or False



Determinant-Choice Question

E.g. Multiple-choice

Scaling Question

E.g. Range



Pictorial Question

E.g. Attached images



Open-Ended Question

- Answer could be short or long depends on the question asked
- E.g.:

What?

Why?

How?

Please tell us....



04

Wording Selection

- i) Avoid complexity questions
- ii) Avoid loaded and leaded questions
- iii) Avoid ambiguity questions
- iv) Avoid double-barrelled questions
- v) Avoid assumptions
- vi) Avoid burdensome questions
- vii) Make variation in questions



05

Sequence of Question

- Use logical order
- Begin with introduction of the topic before discussing other core parts of the topic



06

Layout of Question

- Divides into several parts in the questionnaire
- E.g. Demographic, Understanding, Product Satisfaction
- Printed or Digital Version



07

Pretesting & Revising

- Supervisors
- Appointed Experts

IMPACT OF IRRELEVANT AND INACCURATE QUESTIONS

Inaccurate
results

Distorted
findings

Inability to
answer your
research
questions

Inability to
validate the
results

Misleading
recommendations
and decisions

Wasted
resources

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THANK --- YOU

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