

Nahida Jamal

M.A Education IV th semester

Topic :- Tools and Techniques of data collection.

Sub topic :- Questionnaire

Date :- 28/01/2022

What is a Questionnaire?

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mix of **close-ended questions** and **open-ended questions**.

Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Research questionnaires were developed in 1838 by the Statistical Society of London.

The data collected from a data collection questionnaire can be both **qualitative** as well as **quantitative** in nature. A questionnaire may or may not be delivered in the form of a **survey**, but a survey always consists of a questionnaire.

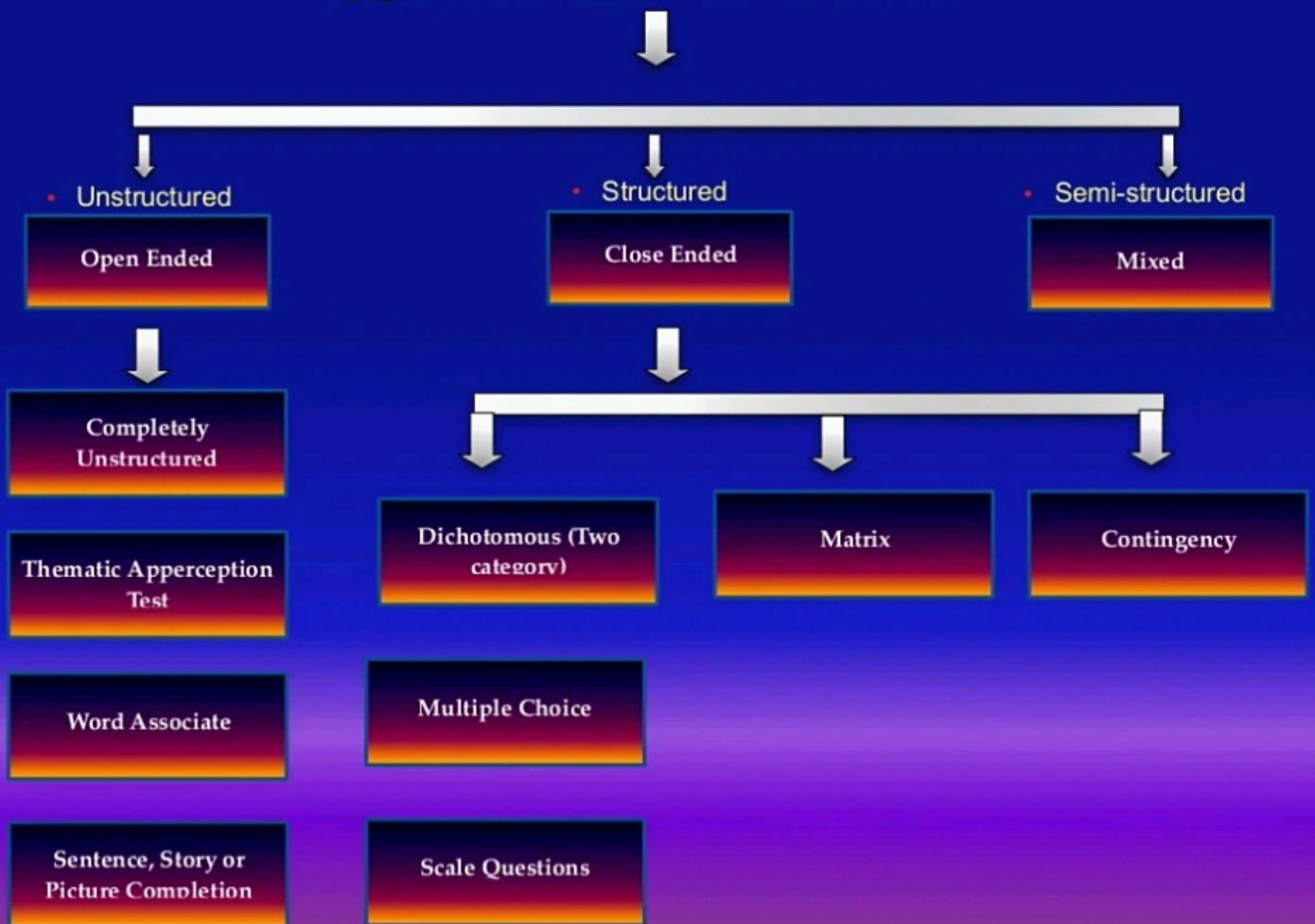
Purpose of Questionnaires

Questionnaires are the most common data collection methods used in research. They can be used to assess:

- Attitudes
- Opinions
- Interests
- Values



Types of Questionnaire



Characteristics of a Good Questionnaire

1. A good questionnaire deals with a significant topic so that it enthruses respondent to give response. Its significance is carefully stated on the questionnaire itself or on its covering letter.
2. It seeks only that data which cannot be obtained from the resources like books, reports and records.
3. It is as short as possible, though comprehensive and clear enough for securing all the essential information.
4. It is attractive in appearance, neatly arranged and clearly duplicated or printed.
5. It contains directions which are clear and complete. Important terms are clarified and each question deals with a single idea in unambiguous terms, so that it is valid and reliable.
6. Items are arranged in categories to ensure easy and accurate responses.
7. The questions are objective, with no clues, hints as to the responses desired. Heading questions are carefully avoided.
8. Questions are presented in good psychological order proceeding from general to more specific responses.
9. Double negatives and putting two questions in one question are also avoided.
10. The questions carry adequate number of alternatives.
11. It is easy to tabulate and interpret, based on a preconstructed tabulation sheet and a visualized final analysis of data.

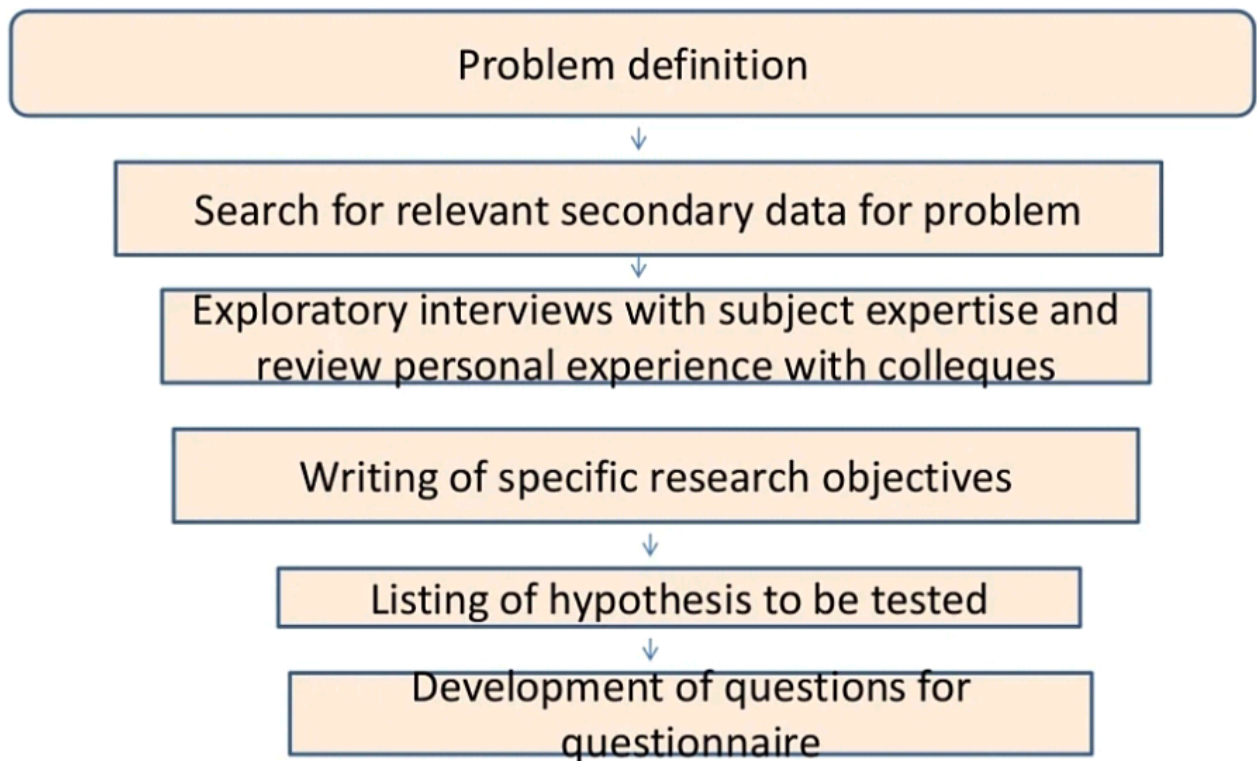
Types of closed form of questionnaire

- **Dichotomous questions:** respondent to make a choice between two responses such as yes/ no or male/ female
- **Multiple choice question:** respondents to make a choice between more than two response alternatives
- **Cafeteria questions :**respondents to select a response that most closely corresponds to their view.
- **Rank order questions** – Respondents to rank their responses from most favorable to least favorable
- **Contingency questions:** A question that is asked further only if the respondent gives a particular response to previous question.

Guidelines for preparing questionnaire

- Prepared according with study objective
- Concise, precise and brief
- Criticism from faculty and class members
- Trailing the questionnaire with friends
- Respondents selected carefully
- As par as possible open ended questions should be avoided
- Controversial and ambiguous questions should be avoided
- Getting permission in organization before administering questionnaire
- Try to get the aid of sponsorship
- Mailed questionnaire should have introduction, purpose and directions to fill the questions
- Abrupt ending of the questions and questionnaire should be avoided.

Construction of questionnaire



Method of administration of questionnaire

POSTAL

Lowcost
Not in labour
intensive

PHONE

High speed
Rapport with
respondent
High
respondent
rate

ELECTRONIC

low cost, high
speed,
not labour
intensive

PERSONALLY ADMINISTERED

detailed
questions ,
high response
rate

Advantages of questionnaire

- Cost effective
- Easy to analyse
- Less time and energy need to administer
- Reduce bias as interviewer is not present
- Used for large sample size
- Less instructive\ than face to face interview

Disadvantages of questionnaire

- Not suitable for all
- Low response rate
- Mailed questions may filled by some one
- Provides superficial information
- Chances of misinterpretation
- People can lie and answer the questions vaguely.