

# QUESTIONNAIRE DEVELOPMENT

*Developed by  
Dr. D. Brahadeeswaran, Professor and Head of Department of Policy Planning and  
Educational Research, NITTTR, Chennai*

---

# **QUESTIONNAIRE DEVELOPMENT**

- 1. Guidelines for questionnaire construction**
- 2. Guidelines for question framing**
- 3. Guidelines for providing response options**

# Guidelines for Questionnaire construction

1. Make it “appealing to the eye” and “easy to complete”
2. Number Questionnaire Items and Pages
3. Put the name and address of the person to whom filled in questionnaire should be returned
4. Put the study title in bold type on the first page
5. Include clear instructions and provide examples where necessary
6. Group items into logically coherent sections

Contd..

# Guidelines for Questionnaire construction

7. Begin with a few interesting and “non-threatening” questions
8. Avoid putting important items at the end of a long questionnaire
9. If questions appear on both sides of a page, put the word
  - Over
  - P.T.O
  - Continued
10. Try to make smooth transitions between sections

Contd..

# 11. If You Have Sections which consist of long Checklists, skip a line after every Third Item

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## **Guidelines for Question Framing**

- 1. Word questions as simply as possible. Use familiar language**
- 2. Do not phrase questions in a way that suggests a response**
- 3. Avoid asking questions that presuppose a certain state of affairs**
- 4. Before asking a question, be sure the respondent is capable of giving an accurate answer**

**Contd..**

## Guidelines for Question Framing

5. Be sure the respondent realizes whether you wish a factual answer or an opinion answer.
6. Ask for one piece of information per question
7. Use cautiously terms such as:
  - Several
  - Significant number of
  - Most
  - Usually

Contd..

## Guidelines for Question Framing

8. Avoid using words with vaguely defined meaning
  - Passive
  - Liberal
  - Conservative
9. Avoid emotional words
10. Avoid using double negatives in a question
11. Be careful with the use of abbreviations

Contd..

## **Guidelines for Question Framing**

- 12. Avoid using hypothetical questions**
- 13. If you want general information, include an open-ended question at the end**
- 14. Make sure you know what use will be made of the response to each question**
- 15. Ask for necessary demographic information**

## About response alternatives

1. Make sure one response category is listed for every conceivable answer
2. What about “Don’t know” response option?
3. What about “Undecided” or “Neutral” Mid-point ?
4. Make response options mutually exclusive and independent

Contd..

## About response alternatives

5. Make certain the respondents know what information they should put in the blanks of “FILL – IN – THE BLANK” Items
6. Avoid sexist language
7. Do you want some form of I.D. (Identification) for pre – post testing? What about anonymity?

# *I Fixed Response Questions*

## **Example 1:**

Did you participate in the Workshop on Accreditation held at UKZN on 7<sup>th</sup> February 2004?

Yes  No

## **Example 2:**

Evaluate the usefulness of Resource Material Package given in the Workshop.

Very high

High

Useful to some extent

Not useful

## *II Restricted Response Question*

### **Example:**

Do you find the Working Hours of the Education Library Convenient?

Yes

No

If No, Please suggest the Changes to be made in the working hours.

### *III Open Ended Questions*

#### **Example:**

*Write your opinion on the Programme  
you are presently attending at UKZN*