

# Questionnaire Design Process

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# Example no. 1

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**Which one in your opinion is a better cuisine?**

- a. Czech Fast-food      b. American Fast-food

**Would you say that McDonald's is healthy?**

- a. yes                      b. No                      c. I do not know

**Which location of McDonald's you go more often in Brno?**

- a. on Masaryk's near the main railway station  
b. Olympia Shopping Mall  
c. on the Freedom Square (Náměstí Svobody)

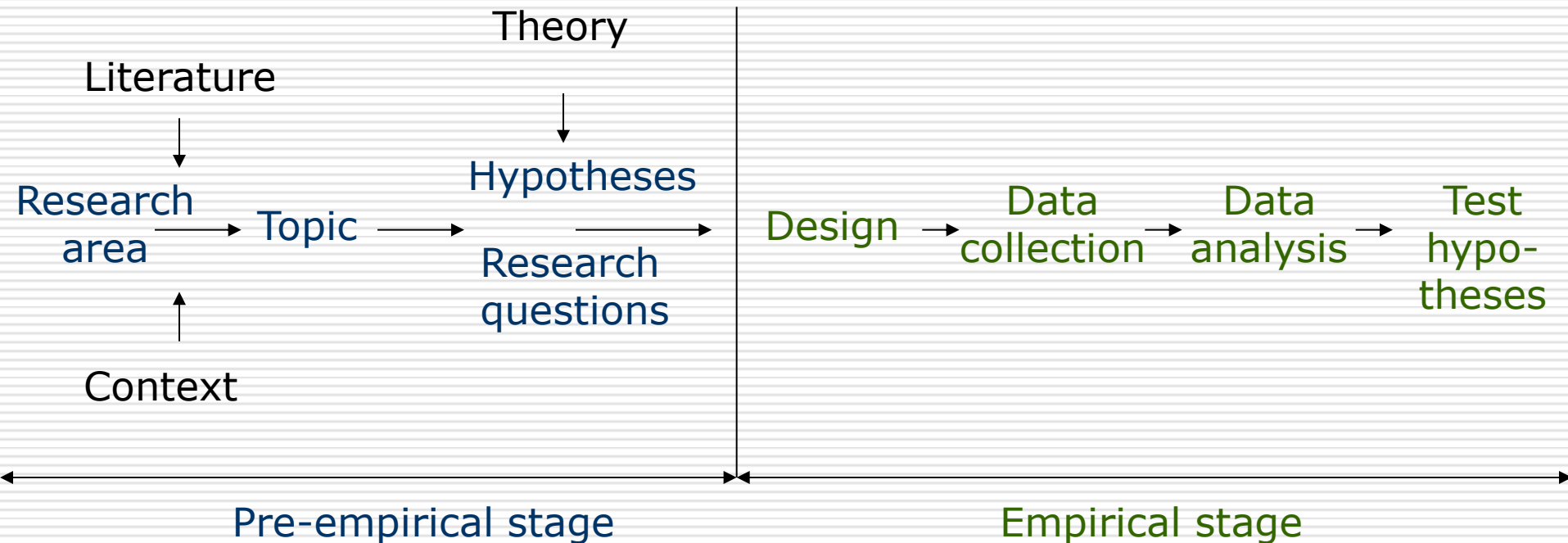
**What do you like about McDonalds the most? (Write your 3 main reasons)**

.....

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# Simplified model of research

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Source: Punch, Developing effective research proposals, 2006 -

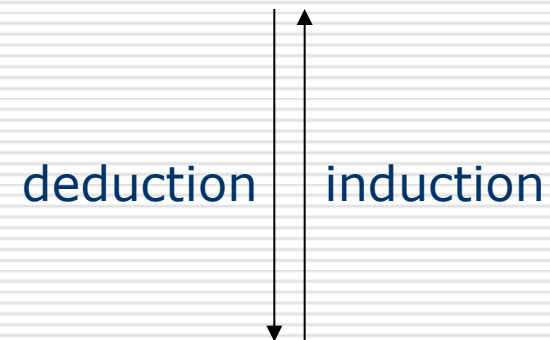
<http://books.google.cz/books?id=PFHV8oajR7gC&printsec=frontcover&dq=Developing+effective+research+proposals+punch&hl=cs&sa=X&ei=JdGbUPWdEYTMsgaaqYCIDA&ved=0CC8Q6AEwAA>

# Hierarchy of concepts

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- Research area
- Research topic(s)
- General research questions
- Specific research questions
- Data collection questions

Most general,  
most abstract



Most specific,  
most concrete

Watch **empirical criterion**

# Example no. 2:

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- **Research area**

Competitiveness

- **Research topic**

Factors influencing competitiveness of companies

- **General research questions**

1. What is the relationship between application of CSR activities and competitiveness of companies?

2. To what extent companies use CSR activities?

3. What is the relationship between company characteristic and application of CSR activities?

etc.

- **Specific research questions**

2a. What is the frequency of used types of CSR activities in particular companies?

3a. Does the size of company (based on number of employees) affect frequency of used types of CSR activities?

3b. Does the sector affect frequency of used types of CSR activities?


etc. ...

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# Example no. 2:

## □ Data collection questions

B 6.1. Kterými formami se Váš podnik angažuje ve smyslu tzv. společenské odpovědnosti podniků (CSR)?

Forma			Príklad
199 Firemní dobrovolnictví	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	akční den, mentoring, partnerství v managementu, stínování, sociální praxe
200 Firemní dárcovství	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	materiální dary, payroll giving, matchingový fond, služby pro bono, ostatní finanční dary
201 Firemní nadace	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	
202 Partnerské programy	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	rozvojové projekty, secondment, poskytování stipendií
203 Sponzoring	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	cause related marketing, jiné formy sponzoringu
204 Snižování dopadů na životní prostředí	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	
205 Jiné formy:  .....	<input type="checkbox"/> 1 ANO	<input type="checkbox"/> 2 NE	

← Based on 2a

B 3.1. Uvedte počty zaměstnanců Vašeho podniku dle níže specifikovaných skupin.

	Minulý trend	Stávající situace	Budoucí trend
86 Celkem zaměstnanců	<input type="checkbox"/> ↓ <input type="checkbox"/> → <input type="checkbox"/> ↗	<input type="checkbox"/>  .....	<input type="checkbox"/> ↓ <input type="checkbox"/> → <input type="checkbox"/> ↗

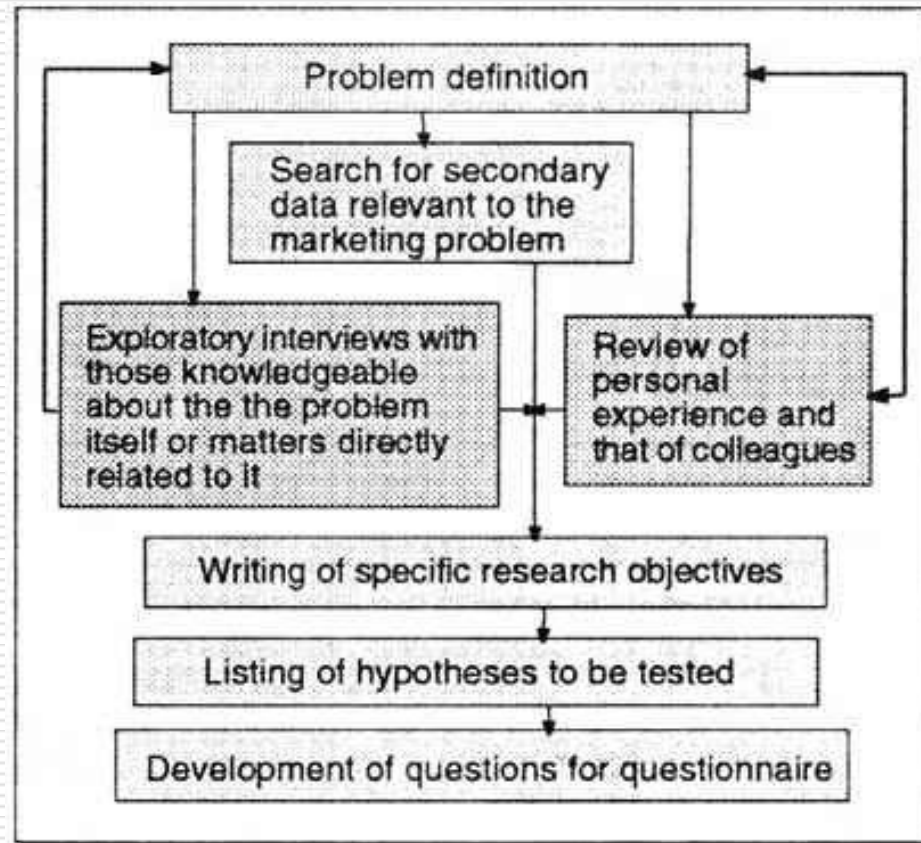
← Based on 3a

← Based on 3b

**Information** about **sector** was found **in other way**.

# Another view on the process

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# Example no. 3

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Organization XY is a citizens' association that tries to help to develop student life and to strengthen identification of students with the Masaryk University. It provides discount card for students.

## **Managerial problem:**

Card sale volume is low. Why? What to do to increase the interest of students?

## **Aim of the research:**

Identify the needs and interests of the target group, i.e. existing MU students.

## **Research questions:**

- No. 1: Why is the sale volume of card low?
  - No. 2: What to do to increase the interest of MU students?
  - No. 3: What discounts would be interesting for the students and what would led them to purchase the card?
  - No. 4: What change would increase the sales of the cards?
  - No. 5: How to inform about the existence of the card?
-



# Example no. 4

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## **Aim of the research:**

Specify as close as possible the target group of current students of bachelor's degree of the Faculty of Economics and Administration.

## **Using the results:**

The results will be used to conduct communication campaigns aimed at this target group.

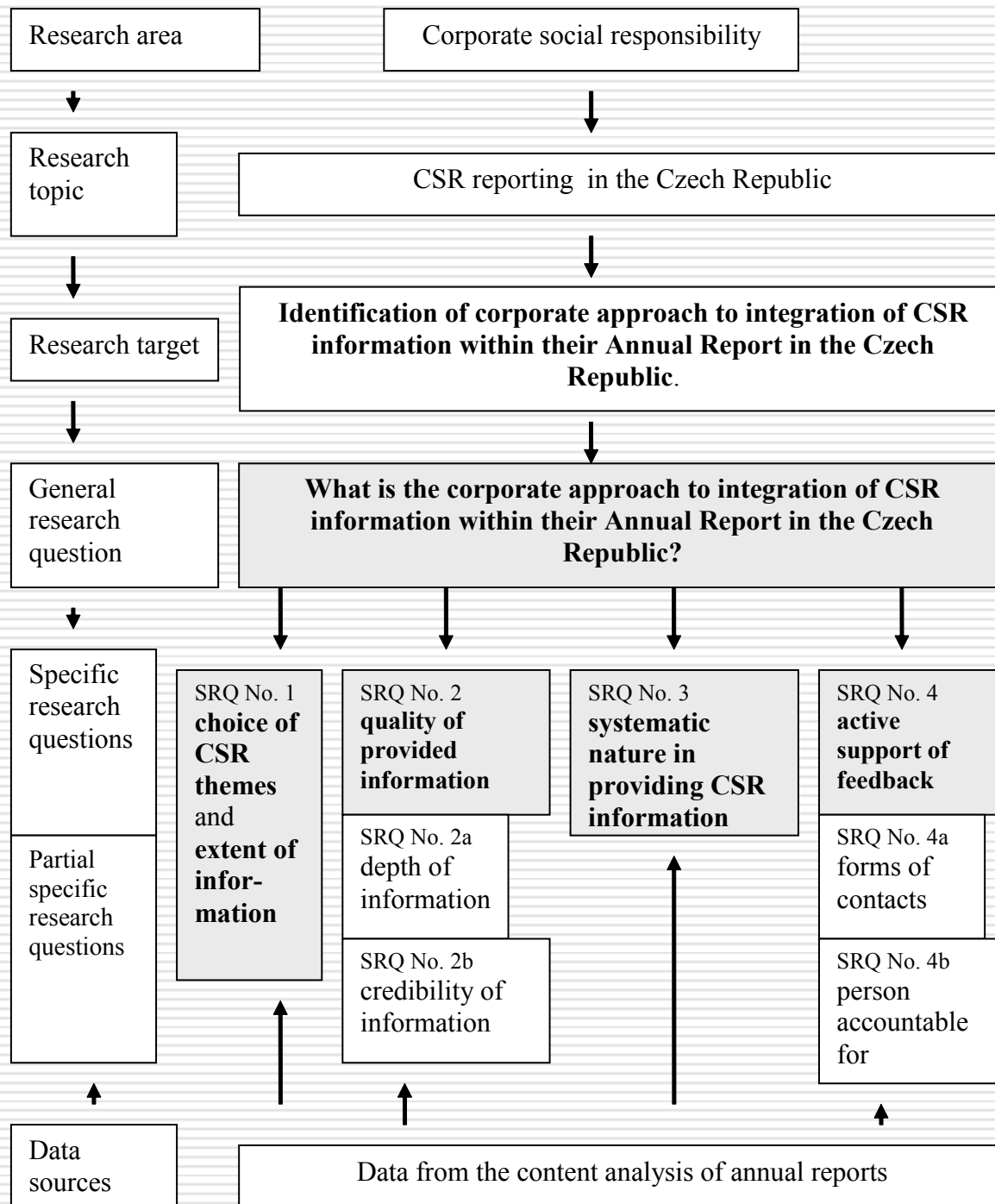
## **Hypotheses:**

- No. 1: More than 60 % of students of the Faculty of Economics and Administration has permanent residence in South Moravian Region.
- No. 2: 20 % of students of bachelor's degree of the Faculty of Economics and Administration has as a first language German.

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**descriptive hypotheses**

Ex.  
no.  
5:



**validity**

# Example no. 6

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## **3. Please specify characteristics you tend to use when choosing restaurant:**

- a. recommendations of my friends
- b. review on the Internet
- c. prices
- d. type of food
- e. other. Please specify:.....

This question brings **nominal data**. It is related to the **research question** no. 1 Which factors influence selection of a restaurant? The categories of answers were taken from the result of the **pilot study**.

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# Pilot survey

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## How to proceed:

- **rewrite** obtained information
- look for the **action verb** describing the behavior of employees of organization (E.g. clerk gave me advice) or **adjective** which describes important characteristic of service (E.g. information panels are clearly visible)
- make **groups** (categories) of similar answers

# Example no. 7

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The aim of question was to identified positive and negative experiences of citizens during the visit of concrete authority

- Answer no. 1: ..... When I arrived, clerk doesn't look at me.  
Answer no. 2: ..... Toilet was untidy. There was no toilet paper.  
Answer no. 3: ..... There were a lot of people and only two chair.  
Answer no. 4: ..... Clerk was personable. She said me hello and was smiling at me.  
Answer no. 5: ..... There are no pens. So if you forget it, it is a big problem to fill in the form.  
Answer no. 6: ..... I was not waiting for a long time.

Answers no. 1 and 4 say something about personnel

Answer no. 2 about sanitary facility

Answers no. 3 and 5 about convenience of visitors

Answer no. 6 about waiting time

# Basic types of survey questions

- open-ended
- closed-ended with ordered responses
- closed-ended with unordered responses choice
- partially close-ended
- dichotomous
- filter

What topic do you feel should be the main program emphasis for net year?  
(Circle number of your answer.)

1 effective parenting  
2 child development  
3 guidance and discipline  
4 communication  
5 other (please specify)  
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What would you like to see as the main program emphasis next year?

Have you ever smoked marijuana?

1 yes  
2 no

Please enter your gender:  
male    female

If yes, about how many times have you smoked marijuana during the two weeks?

A never  
B once  
C 2 to 5 times  
D 6 to 10 times  
E more than 10 times

Which of these four topics would you most like to see as the primary program emphasis next year? (Circle number of your answer.)

1 effective parenting  
2 child development  
3 guidance and discipline  
4 communication

How important to you are each of the following possible program emphases?  
(Circle one for each item.)

	none	little	some	much
A effective parenting	1	2	3	4
B child development	1	2	3	4
C guidance and discipline	1	2	3	4
D communication	1	2	3	4

# Close- and open-ended questions

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## Close-ended:

- difficult to design
- less time consuming for respondents
- provide uniformity of questions and responses
- can reduce/simplify the reality too much
- suggest ideas that the respondent would not otherwise have
- boring

## Open-ended

- easier to write
- permit creativity, self-expression, and richness of detail
- time consuming
- different respondents give different degrees of detail in answers
- coding responses, comparisons and statistical analysis become difficult

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For more details please see:

<http://environment.uwaterloo.ca/research/watgreen/projects/library/1020/ocq.html>

**content analysis**

# Example no. 8

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**How often during the past week were you bored?**

Answer 1: Not often.

Answer 2: About 10% of the time.

Answer 3: Much less often than the month before.

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# Suggestion for asking survey questions

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- ❑ Ask purposeful questions  
(quality of service of airline travel x questions about readings habits, possession of animal)
- ❑ Ask concrete questions, time limited  
(Did you enjoy the play? x Did you enjoy the first act of the play? x Did you find comedy scenes in the play's first act funny?)
- ❑ Use conventional language  
(Please try to define the degree of importance of individual **stakeholder** you have mentioned for your company success in the market. x Please try to define the degree of importance of individual **subject** you...)
  
- ❑ Don't use incomprehensible (unclear) phrasing
- ❑ Avoid abbreviations, jargon
- ❑ Avoid biasing words and phrases
- ❑ Avoid negative questions
- ❑ Avoid two-edged questions

# Suggestion for asking survey questions

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- ❑ Ask purposeful questions
- ❑ Ask concrete questions, time limited
- ❑ Use conventional language
  
- ❑ Don't use incomprehensible (unclear) phrasing  
(Is health care accessible in the town you live? – occurrence of general or specialized health care, surgery hour, possibility of parking, within reach of public transport,...Place of residence? – Brno, South Moravia, The Czech Republic, Lipová 41a,...)
- ❑ Avoid abbreviations, jargon
- ❑ Avoid biasing words and phrases  
(Unwillingness of workers discourages customer from the next visit.)
- ❑ Avoid negative questions  
(I don't agree that clerks aren't helpful.)
- ❑ Avoid two-edged questions  
(How often do you buy or read Times?)

# Rules for construction of response categories

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Response categorie must be:

- exhaustive
  - mutually exclusive
  - set up to allow the respondent to provide multiple answers when relevant
  - when appropriate, provide for a „residual other“ category
-

# Basic types of responses

- free response (open-ended response)
- forced choice
- likert scales
- multiple choice

B 6.1. Kterými formami se Váš podnik angažuje ve smyslu tzv. společenské odpovědnosti podniků (CSR)?

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199 Firemní dobrovolnictví	<input type="checkbox"/> ANO <input type="checkbox"/> NE	akční den, mentoring, partnerství v stínování, sociální praxe
200 Firemní dárcovství	<input type="checkbox"/> ANO <input type="checkbox"/> NE	materiální dary, payroll giving, matc služby pro bono, ostatní finanční da
201 Firemní nadace	<input type="checkbox"/> ANO <input type="checkbox"/> NE	

U následujících otázek zakroužkujte příslušnou hodnotu bodovací škály.

A 12. **Konkurenční boj** na trzích produktů, kde působí  
25 Váš podnik, je:

Hodnocení Vašeho podniku					Vliv na konkurenceschopnost Vašeho podniku				
velmi nízký(á)	nízký(á)	střední	vyšoký(á)	velmi vysoký(á)	silně negativní vliv	mírně negativní vliv	žádný vliv	mírně pozitivní vliv	silně pozitivní vliv
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> ↓	<input type="radio"/> ↘	<input type="radio"/> →	<input type="radio"/> ↗	<input type="radio"/> ↑

# Example no. 9

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1. Please rate the importance of the following criteria when selecting a supplier of license from A.

	<b>Completely unimportant</b>	<b>Unimportant</b>	<b>Important</b>	<b>Very important</b>
<b>Software price</b>				
<b>Speed of reaction</b>				
<b>Provided consultation</b>				
<b>Providing services related to the use of software (installation and setup, hosting, training, etc.).</b>				
<b>Price of services</b>				
<b>Sufficient amount and relevance of provided information on the website</b>				
<b>Reviews</b>				

# Example no. 10

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## **Research question no. 2:**

To what extent do existing customers use services associated with license from M?  
Why don't they use the services?

## **Explanation of formulation:**

?

## **Questions in questionnaire relating to RQ no. 1:**

Question no. 4 and 4.1

**4. Did your company use services related to licence from M (installation and setup, hosting, training, etc.)?**

1. yes
2. no

If not: **4.1 Why your company did not use the services?**

- a. we arrange for them by our own resources
  - b. services are provided by other partner
  - c. we do not need these services
-

# Example no. 11

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**Research question:** What is the buying behavior of the target group?

- SRQ no. 1
- SRQ no. 2:** Where does the target group buy bathroom product range?
- SRQ no. 3
- ...

**Question in the questionnaire related to the SRQ no. 2:**

If you purchased the equipment to the bathroom, where did you go?

(scale: 1 definitely not, 2 probably not, 3 probably yes, 4 definitely yes)

- a. into large hobby market;
  - b. into nationwide known bathroom stores;
  - c. into store near my home;
  - d. into an e-shop.
-

# Example no. 11

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**Research question:** What is the buying behavior of the target group?

SRQ no. 1

...

**SRQ no. 4:** How does the number of offered brands affect buying behavior?

## **Questions in the questionnaire related to the SRQ no. 4:**

How do you know following brands of bathroom product range?

a. RAKO                      yes x no

b. OPOCZNO                yes x no

c. PARADYZ                yes x no

d. CERSANIT                yes x no

Do you remember other brands of the equipment of the bathroom?

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# Types of instruction

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- 3 kinds of instructions are necessary  
**(general, transitional, question answering)**

## A FAKTORY KONKURENCESCHOPNOSTI PODNIKU

Konkurenceschopnost je chápána jako schopnost podniku obstát v soutěži s konkurenty na trhu produktů (tj. výrobků resp. služeb). Podnik vysoce konkurenceschopný disponuje značnou konkurenční výhodou, to znamená, že je v řadě důležitých oblastí (v řadě faktorů) lepší než jeho významní konkurenti, což mu umožňuje být na trhu úspěšnější než tito konkurenti.

Dotazník se skládá ze dvou částí. Část A zjišťuje názory respondenta na faktory konkurenceschopnosti šetřeného podniku, část B zjišťuje charakteristiky daného podniku.

Informace zjišťované prostřednictvím dotazníku nepředstavují většinou přesné a podrobné statistické údaje, které by bylo třeba složitě vyhledávat v podnikových databázích. Jde spíše o získávání názorů a kvalifikovaných odhadů.

### Vysvětlivky k tabulkám uvedeným v části B

V dotazníku nejde jen o zachycení stávajícího stavu, ale též o postižení vývojových trendů.

Z tohoto důvodu je ve většině tabulek sledována nejen stávající situace, ale též minulý trend a budoucí trend.

### Dynamika vývoje je zachycena takto:

**Minulý trend** – trend v uplynulých cca pěti letech (tj. od cca roku 2002); na základě rámcového hodnocení se uvede, zda sledovaná veličina převážně rostla ↗, zůstávala stejná →, nebo nastával pokles ↘.

# Format of the questionnaire

- ❑ order of the questions  
(easy-to-difficult progression, logical order,  
? demographic questions placement)
- ❑ length
- ❑ vertical or horizontal format for answers

B 4.5. Uvedte **specifičnost produktů** Vašeho podniku.

Specifičnost	Podíl na tržbách
158 Velmi specifické produkty <sup>A</sup>	 .....
159 Spíše specifické produkty	 .....
160 Spíše standardizované produkty	 .....
161 Velmi standardizované produkty <sup>B</sup>	 .....
Celkem	100 %

B 3.7. Uvedte, které **typy zaměstnaneckých výhod** Váš podnik poskytuje.

Typ zaměstnaneckých výhod	Komu:
116 Akciové opce	<input type="checkbox"/> 1 nikomu <input type="checkbox"/> 2 všem <input type="checkbox"/> 3 některým  .....
117 Služební automobil k soukromým účelům	<input type="checkbox"/> 1 nikomu <input type="checkbox"/> 2 všem <input type="checkbox"/> 3 některým  .....

# Format of the questionnaire

- assignment indexes to questions and answers
- size, fonts and highlighting of letters
- consistency

U následujících otázek zakroužkujte příslušnou hodnotu bodovací škály.

## B4. ODBĚRATELÉ, ZÁKAZNÍCI

A1. Které podniky patří k **nejvýznamnějším konkurentům** Vašeho podniku v České republice?

- free space
- splitting questions between pages
- contrast

Vysvětlivky **A** Uvede se odhad procentuálního podílu na tržbách.  
**B** „Region“: jedná se o zákazníky nacházející se do vzdálenosti zhruba 50km od sídla podniku, resp. jeho příslušné provozovny,  
**C** Uvede se export celkem.

B 3.7. Uvedte, které **typy zaměstnaneckých výhod** Váš podnik poskytuje.

	Typ zaměstnaneckých výhod			Komu:				
116	Akciové opce	1	nikomu	2	všem	3	některým	 .....
117	Služební automobil k soukromým účelům	1	nikomu	2	všem	3	některým	 .....

# Pretesting the questionnaire

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= testing of the questionnaire on a small sample of respondents to identify and eliminate potential problems.

You should find answers to the questions below:

- Does each question measure what it is intended to measure?
- Do respondents understand all the words?
- Are questions interpreted similarly by all respondents?
- Does each close-ended question have an answer that applies to each respondent?
- Does the questionnaire create positive impression – one that motivates people to answer it?
- Are some responses missing?
- Does any aspect of the questionnaire suggest bias on the part of the researcher?

# Administration of the questionnaire

## – cover letter

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14 kinds of information should be included:

- Use of letterhead
  - Information about sponsorship
  - Dates
  - Salutation
  - Purpose of the study
  - Reasons why an individual's participation is important
  - Incentives to encourage respondent participation
  - Use of advance letters
  - How material incentives will be provided or distributed
  - Realistic estimate of the time required to complete the questionnaire
  - How and why the respondent was chosen
  - Explanation of confidentiality and how the data will be handled
  - Provision of a name and phone number to call for information
  - When and how to return the questionnaire
-