

Task division in questionnaire design process at Statistics Netherlands

Task	Responsible
Conceptualisation and research design	
Content (topics) of the questionnaire	Client in consultation with questionnaire design specialists
Choice of mode(s)	Account manager at division of data collection(in consultation with client and questionnaire design specialists)
Questionnaire design	
Wording of the questions	Questionnaire design specialists at division of data collection (in consultation with client)
Translation of questions (for example from “Master Questionnaire” or in multiple languages used for interviewing)	Varies: content matter specialist, questionnaire design specialist, sometimes professional translators used.
Lay out questionnaires	Questionnaire builder, at division of data collection - guided by standard formats for questionnaires in various modes
Programming of questionnaires	Questionnaire Builder (Blaise), Questionnaire design specialists (Quat – Questionnaire application tool)
Testing	
Functional testing of questionnaires (i.e. are questionnaires programmed as designed?)	Questionnaire builder / questionnaire design specialist
Testing of quality of questions (e.g. are questions understood as intended, are respondents willing and able to answer?)	Questionnaire specialists of methodology unit
Data collection	
Field work	Division of data collection – Field work department
Evaluation	
Evaluation of questionnaires and field work	Data collection division may be supported for specific tasks by methodology department.

Additional information on roles in data collection at Statistics Netherlands:

1. Client: Subject matter specialist at Statistical Division (may represent Eurostat task force) or external client (for example Ministries or Netherlands Institute of Social Research).
2. Front desk / account manager at Data Collection Division: Linking pin between client and data collection department. Decides on main characteristics of data collection design (together with client and questionnaire design experts), implements policies as described in main data collection strategy of Statistics Netherlands, keeps control over complete data collection process.
3. Question lab methodologists at Division of Process development, IT and Methodology. At request of client or Data Collection Division pre-test and evaluate (parts of) questionnaires. Focus on cognitive testing of questions.
4. Questionnaire design experts at Data Collection Division:
 - a. Design wording and routing of questionnaire (or review/revise concept questionnaire as provided by client). Challenge: matching subject matter specialists’ wishes with standardised practices and what is considered respondent and interviewer friendly.
 - b. Document background of questionnaire
 - c. Design and document functional testing of questionnaire
 - d. Design and document evaluation of new questionnaires.
5. Questionnaire building experts at Data Collection Division: Build questionnaires in Blaise or other tools (depending on modes chosen) and do functional testing of the questionnaire (that is: test if questionnaires are built as designed).