

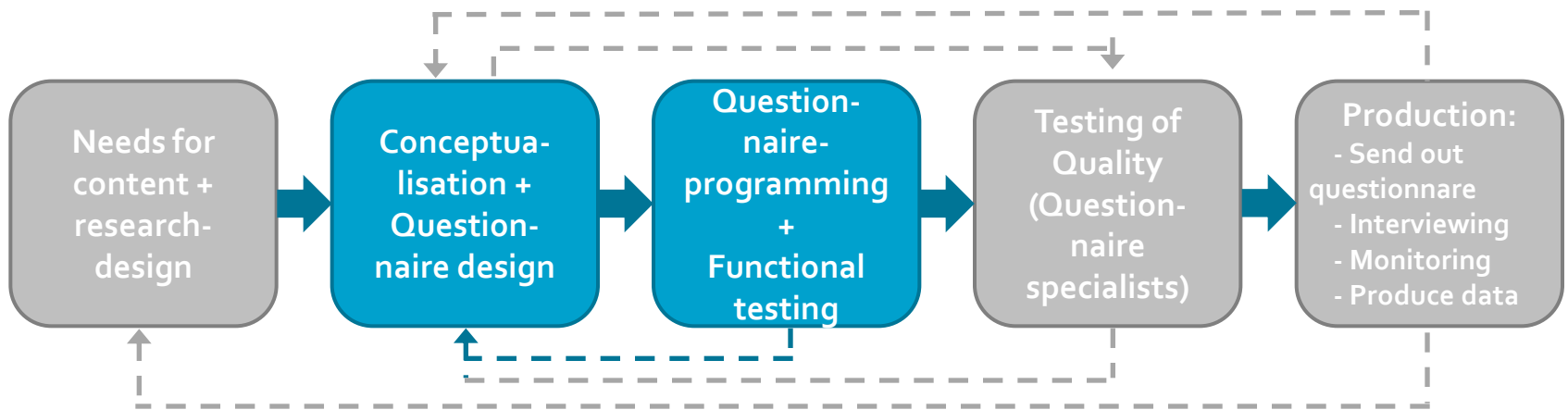
Questionnaire design

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Centraal Bureau
voor de Statistiek

Process of questionnaire design



Questionnaire designers

Household surveys:



Madelon
Cremers



Frank
Engelen



Jelmer
de Groot



Manuela
Schols



Marleen
Wingen

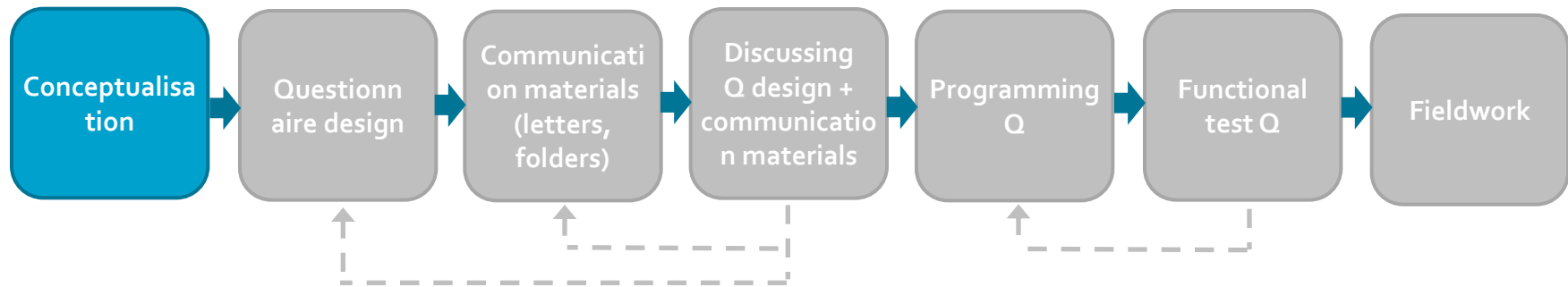
Role questionnaire design

Questionnaire development is responsible for developing questionnaires for internal clients as well as external clients.

Regarding to that a translation is made from needs of content of clients into survey questions that can be answered by respondents



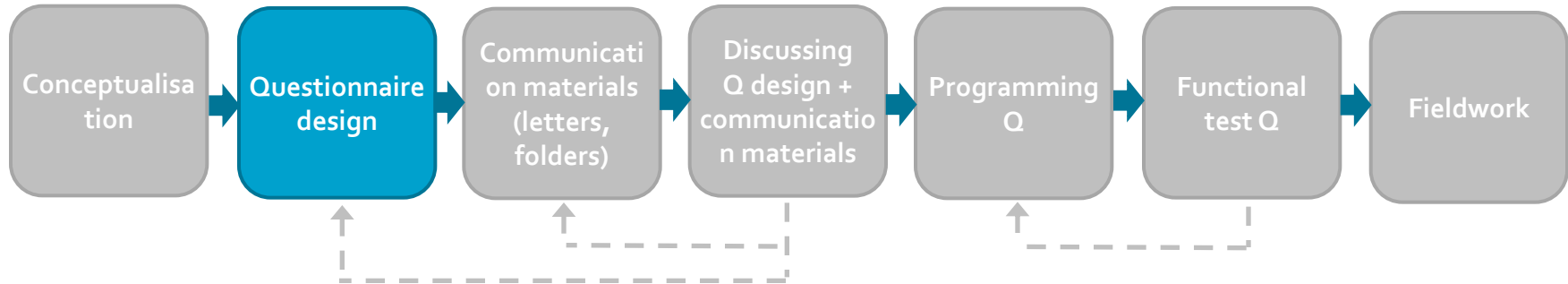
1. Conceptualisation



In this phase:

1. Determination of client's wishes
2. Determination of to-be-measured concepts
3. Formulating concrete survey questions

2. Questionnaire design



Questionnaires: aspects to be designed

1. Reviewing/designing survey questions
2. Structure of questionnaire (sub-themes, blocks)
3. Routing
4. Checks & calculations
5. T-1 data and search engines
6. Lay-out
7. Preconditions

2. Questionnaire design - Reviewing/designing survey questions

Two basic principles:

- **Reliability:** do repeated measures come to the same results?
- **Validity:** do the questions measure what they are intended to?

For measuring in a reliable and valid way, every single survey question:

- Should be interpreted in the same way by every respondent (reliability)
- Should be interpreted the way the researcher has intended (validity)

2. Questionnaire design - Reviewing/designing survey questions

Example: How many hours did you work last week?

How respondents interpret “Last week”:

- Sunday – Saturday 17%
- Monday – Friday 54%
- Monday – Saturday 9%
- Monday – Sunday 6%
- Sunday – Sunday 4%
- Other 10%

2. Questionnaire design - Reviewing/designing survey questions

A good survey questions is one that respondents...

- Understand
- Are able to answer
- Are willing to answer

Some pitfalls when designing survey questions:

- Jargon
- 'Double denial' questions
- Putting two questions into one
- Lack of answer categories
- Answer categories should be mutually exclusive
- Unbalanced questions
- Value judgments

2. Questionnaire design - Reviewing/designing survey questions

Example: How many hours do you watch tv per week?

Type	Answer categories					
A	$\leq 0,5$	0,5 - 1	1 - 1,5	1,5 - 2	2 - 2,5	$> 2,5$
B	$\leq 2,5$	2,5 - 3	3 - 3,5	3,5 - 4	4 - 4,5	$> 4,5$
C	Open answer					

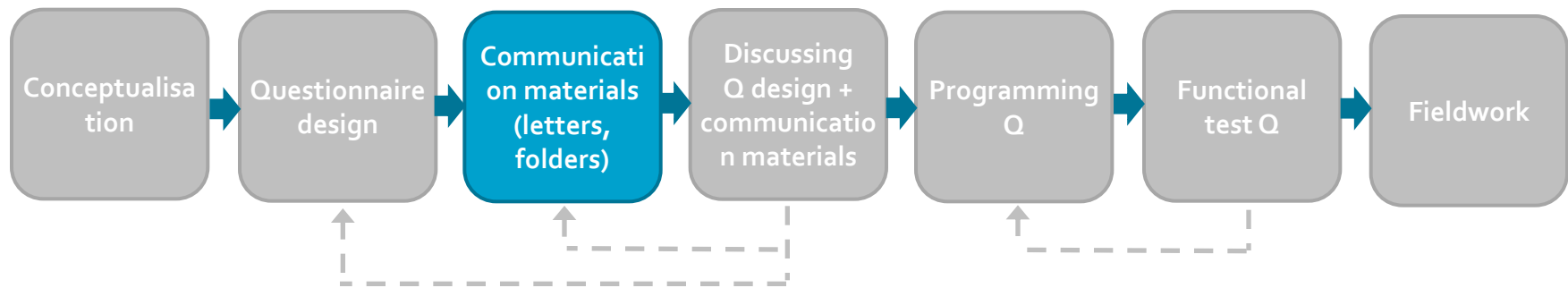
Type	Answer categories						$> 2,5$ hours
A	$\leq 0,5$	0,5 - 1	1 - 1,5	1,5 - 2	2 - 2,5	$> 2,5$	22%
B	$\leq 2,5$	2,5 - 3	3 - 3,5	3,5 - 4	4 - 4,5	$> 4,5$	54%
C	Open answer						52%

2. Questionnaire design - Reviewing/designing survey questions

Examples of preconditions:

1. Costs
2. Survey modes; CAWI, CATI, CAPI, PAPI
3. Turnaroundtime
4. Possibilities tooling
5. Respondent burden

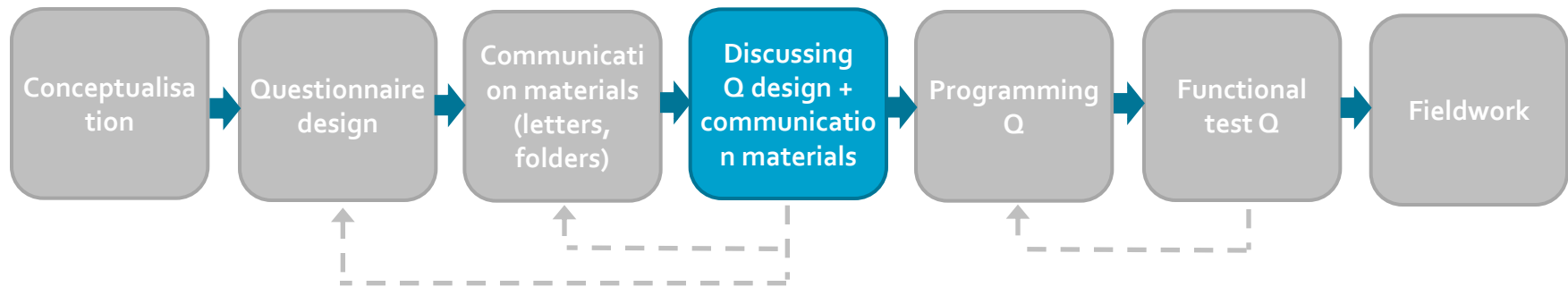
3. Communication materials (letters, folders)



Communication materials:

1. Announcing & reminder letters
2. Folders
3. Instructions interviewers: e-learning & manual

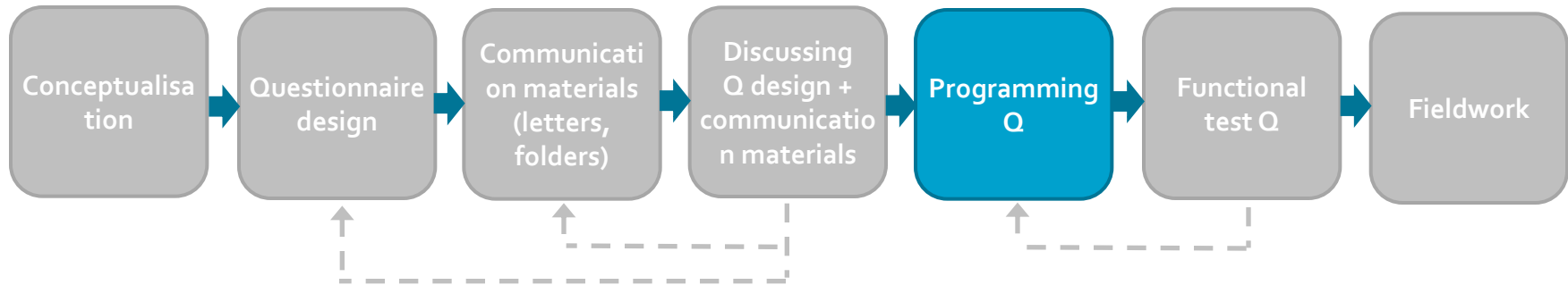
4. Discussing materials



In this phase:

1. Presenting questionnaire design
2. Clients discusses questionnaire with involved parties
3. Discussions with clients about modifications (iterative operation)
4. Definitive 'yes' to questionnaire

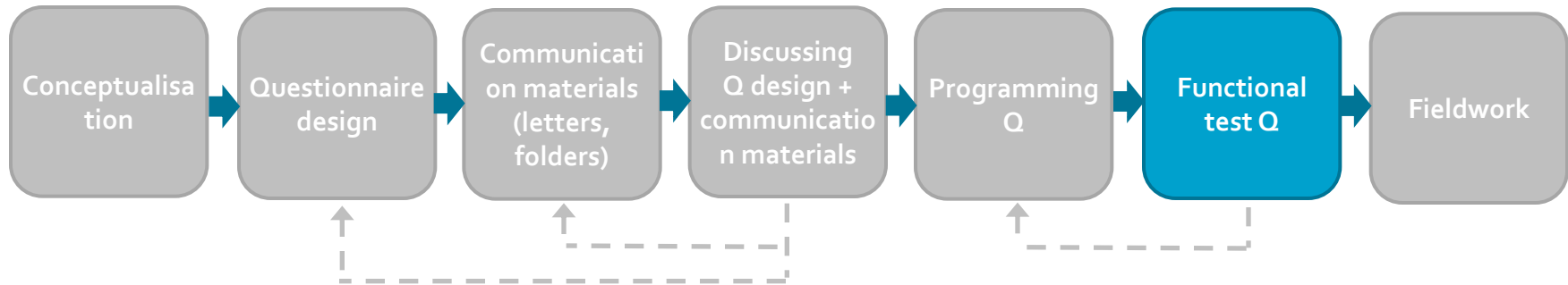
5. Afstemming met Bouw



In this phase:

1. Programming questions
2. Modifications possible
3. Programming (CAWI/CATI/CAPI) composer (PAPI)

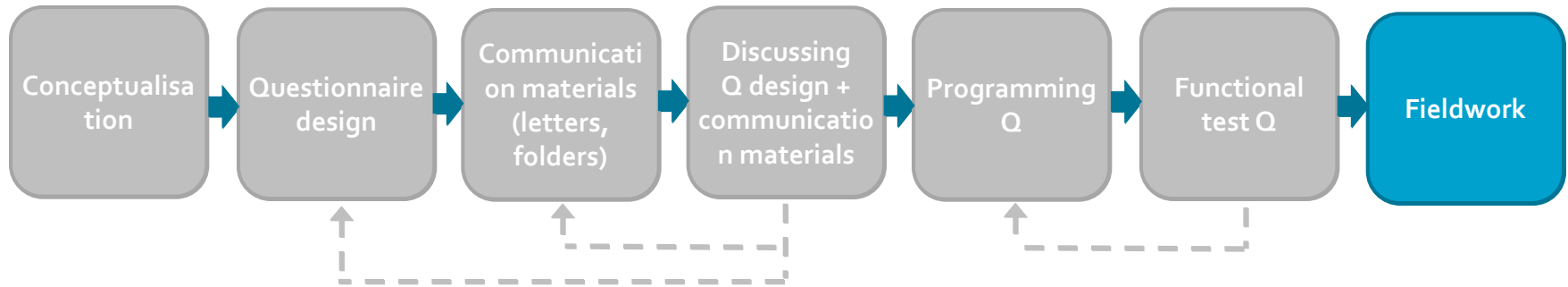
6. Testing questionnaire



In this phase:

1. Routings, checks, texts
2. Iterative operation
3. Logistic testing

Start fieldwork!



Example Design

[NewPage]

AppMobInt

Heeft u in de afgelopen 3 maanden buiten uw huis of werk gebruik gemaakt van mobiel internet via een van de volgende apparaten?

[]

GrpAppMobInt

[Tablet]

AppMobInt_a

Een mobiele telefoon of smartphone

AppMobInt_b

Een laptop of netbook

AppMobInt_c

Een tablet

AppMobInt_d

Een ander apparaat

VerbMobTel

Hoe heeft u met uw mobiele telefoon of smartphone verbinding met het mobiele internet?

>>Meerdere antwoorden mogelijk.<<

SET[]

1. Via het netwerk van uw mobiele provider [Netwerk]
2. Via een ander draadloos netwerk, zoals WiFi [WiFi]

VerbLaptop

Hoe heeft u met uw laptop, netbook of tablet verbinding met het mobiele internet?

>>Meerdere antwoorden mogelijk.<<

SET[]

1. Via het netwerk van een mobiele provider, bijvoorbeeld met een insteekkaart of USB stick, zoals een dongle of Express-kaart [Dongle]
2. Via een ander draadloos netwerk, zoals WiFi [WiFi]

