## Questionnaire Design

### Procedure

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Specify what information will be sought</td>
</tr>
<tr>
<td>2</td>
<td>Determine type of questionnaire and method of administration</td>
</tr>
<tr>
<td>3</td>
<td>Determine content of individual questions</td>
</tr>
<tr>
<td>4</td>
<td>Determine form of response to each question</td>
</tr>
<tr>
<td>5</td>
<td>Determine wording of each question</td>
</tr>
<tr>
<td>6</td>
<td>Determine question sequence</td>
</tr>
<tr>
<td>7</td>
<td>Determine physical characteristics of questionnaire</td>
</tr>
<tr>
<td>8</td>
<td>Reexamine steps 1-7 and revise if necessary</td>
</tr>
<tr>
<td></td>
<td>Pretest questionnaire and revise if necessary</td>
</tr>
</tbody>
</table>

### Determine type of questionnaire and method of administration

Decisions are not independent. For example, the method for unstructured-disguised questionnaire
Determine the Content of Individual Questions

- A necessary question?
- Is more than one question needed?

Example: Why do you use Crest?

Determine the content of individual questions

- Respondents have the necessary information?
- Are they informed? → Use filter questions.
- Do they remember it?
- Telescoping error and recall loss error
- Will respondents give the information?

Randomized response model

\[ \lambda = p\pi_s + (1-p)\pi_A \]

Developing a Questionnaire (Cont.)

- Determine form of response;
- Determine wording of each question;
- Determine question sequence;
- Determine physical characteristics;
- Revise?
- Pretest questionnaire: First by personal interview and then by the method that is going to be used in the study.
### Guidelines for Question Wording

- Use simple words and questions
- Avoid ambiguous words and questions
- Avoid leading questions
- Avoid implicit alternatives

### Question Wording

- How often do you watch TV?
- Do you feel that limiting taxes by law is an effective way to stop the government from picking your pocket everyday?
- It is a good idea to make a law requiring people to wear seat belts in automobiles.

### Guidelines for Question Wording

- Avoid implicit assumptions
- Avoid generalizations and estimates
- Avoid double-barreled questions

### Question Sequencing

- Use simple interesting opening questions;
- Use funnel approach, asking broad questions first;
- Carefully design branching questions;
- Ask classification information last;
- Place difficult or sensitive questions near the end.