

Questionnaire

List of a research or survey questions asked to respondents, and designed to extract specific information from the respondents is called as Questionnaire. It serves four basic purposes:

- Collect the appropriate data
- Make data comparable and amenable to analysis
- Minimize bias in formulating and asking question.
- To make questions engaging and varied.

Steps in Questionnaire Construction

1. Preparation
2. Constructing the first draft
3. Self-evaluation
4. External evaluation
5. Revision
6. Pre-test or Pilot study
7. Revision
8. Second Pre-test if necessary
9. Preparing final Copy

Advantages of Questionnaire

1. Allows a wider range and distribution of the sample than the interview method
2. Provides greater access to more educated respondents and to persons in higher income brackets
3. Provides an opportunity for respondents to give frank. Anonymous answers
4. Allows greater economy of effort (i.e.. a single instrument. duplicated- and distributed to numerous respondents. can produce a large amount of data)
5. Can be constructed so that quantitative data are relatively easy to collect and analyze
6. Can be designed to gather background information about respondents as well as original hard-to-obtain data
7. facilitates the collection of large amount of data in a short period of time

8. Allows the corrections in exploratory studies, of insightful information about a relatively unexplored problem area or subject.
9. Can be completed at the leisure of respondents-within time limits set by the surveyor-without imposing on research subjects
10. Because of its fixed format, helps to eliminate variation in the questioning process

Disadvantages of the Questionnaire

1. Precludes personal contact with respondents, perhaps causing the investigator to gain insufficient knowledge about participants in a study.
2. Does not allow respondents to qualify ambiguous questions
3. If the prepared instrument does not arouse respondent emotions (i.e., when the questionnaire is too impersonal) valid responses might not be elicited.
4. Poorly worded or direct questions might arouse antagonism or inhibitions on the part of respondents
5. Difficulty in obtaining responses from a representative cross-section of the target population
6. Because opinionated respondents might be more likely than other subjects to complete and return it, use of a questionnaire might lead to non response bias