



BURKE INSTITUTE

**Designing Effective
Questionnaires:**
A Step by Step Workshop

Seminar RM03

Designing Effective Questionnaires: *A Step by Step Workshop*

SESSION 1: QUESTIONNAIRE CONSTRUCTION FRAMEWORK

- Pre-work exercise review
- The role of questionnaires
- Common problems in questionnaire construction and administration; basic principles of questionnaire design
- Understanding your role in the process
- Questionnaire construction framework
- Determining data needs and developing an analysis plan

SESSION 2: SELECTING AND RECRUITING SURVEY RESPONDENTS

- Decisions in selecting a sample
- Online panels; achieving a balanced panel; professional panelists
- Non-response error
- A comparison of panel quality (R&D 21 panel providers)
- Inviting sample participants; using incentives; impact of sample size

SESSION 3: ORGANIZING A SURVEY

- Questionnaire construction framework; flowcharting a survey
- Determining question order
- Writing screener questions
- Writing survey instructions and checking the questionnaire
- Pretesting the questionnaire
- Best practices do's and don'ts

SESSION 4: QUESTIONING SKILLS

- Deciding on the best type of questions to use
- Open-ended vs. closed ended questions
- Online question types
- Issues when writing dichotomous and multiple choice questions
- Exercise fixing flawed questions

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SESSION 5: SPECIALIZED QUESTIONS

- History questions: What can consumers remember?
- Asking knowledge questions
- Asking sensitive questions
- Measuring perceptions and attitudes
- Asking about future intentions
- Asking importance: direct and indirect methods

SESSION 6: TYPES OF SCALES

- Understanding different levels of measurement
- Key considerations in scale selection (pros and cons to different scale types including max diff scales)
- Single-item vs. multiple-item scales
- Checklists for choosing the best scales
- Changing rating scales
- Exercise evaluating rating scales

SESSION 7: ADVANCED QUESTIONNAIRE DESIGN ISSUES

- How much attention do respondents pay to survey questions?
- Do obvious trap questions improve data quality?
- Online survey length effects
- Multimode data collection and micro surveys
- Gamification of surveys

SESSION 8: WORKSHOP: CREATING A QUESTIONNAIRE

- A workshop to create a survey from scratch applying everything learned during the program
- Review of workshop
- Final Q&A