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Research Methodology

Lesson 8 – Survey

by

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Objectives of this lesson

- To explain why questionnaire become popular technique to collect data.
- To discuss how to design questionnaire.
- To ensure the measurement items are properly measured.

Synopsis

The questionnaire is one of the most popular techniques of data collection. To design content of measurement items, format and layout the students need to plan properly.

Expected outcomes

In the end of this lesson, students are able to design questionnaire with reliable source of measurement items. The students will learn benefit of using questionnaire and ensure the content, layout and format are well designed.

Questionnaire



When to use questionnaires?



Explanatory

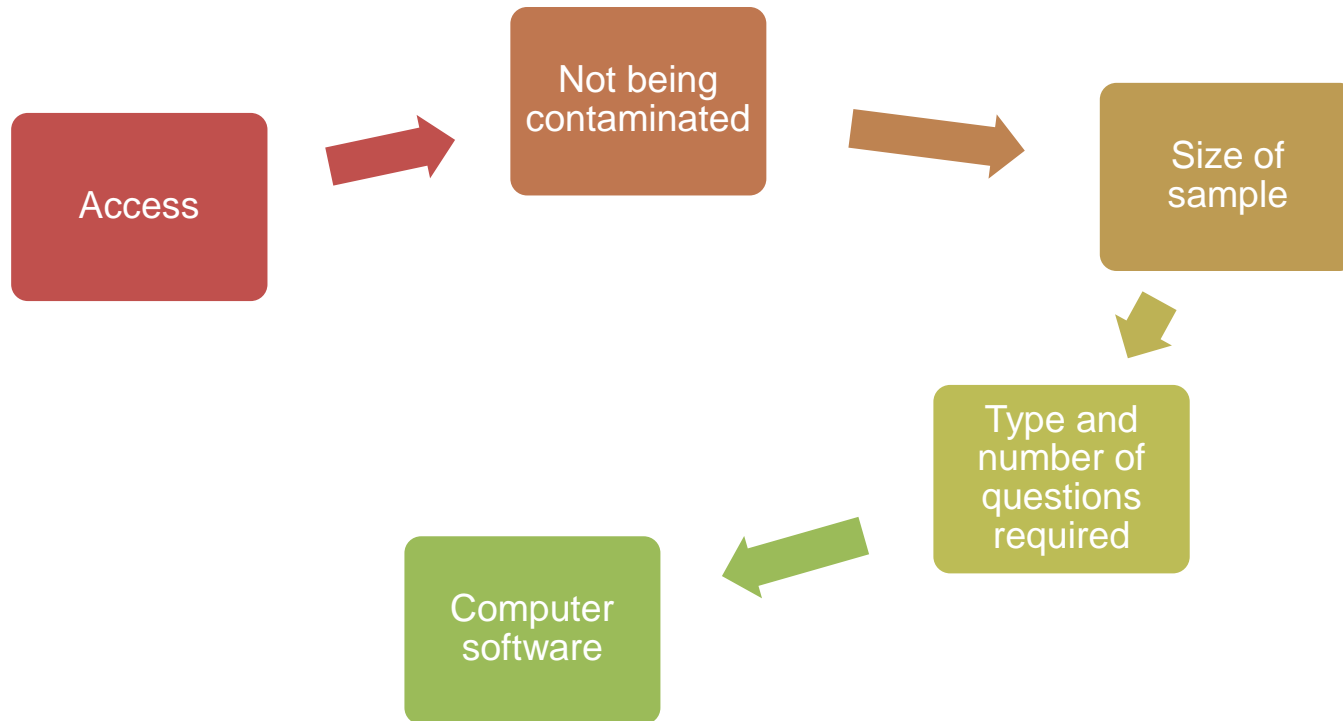


A multiple-
methods

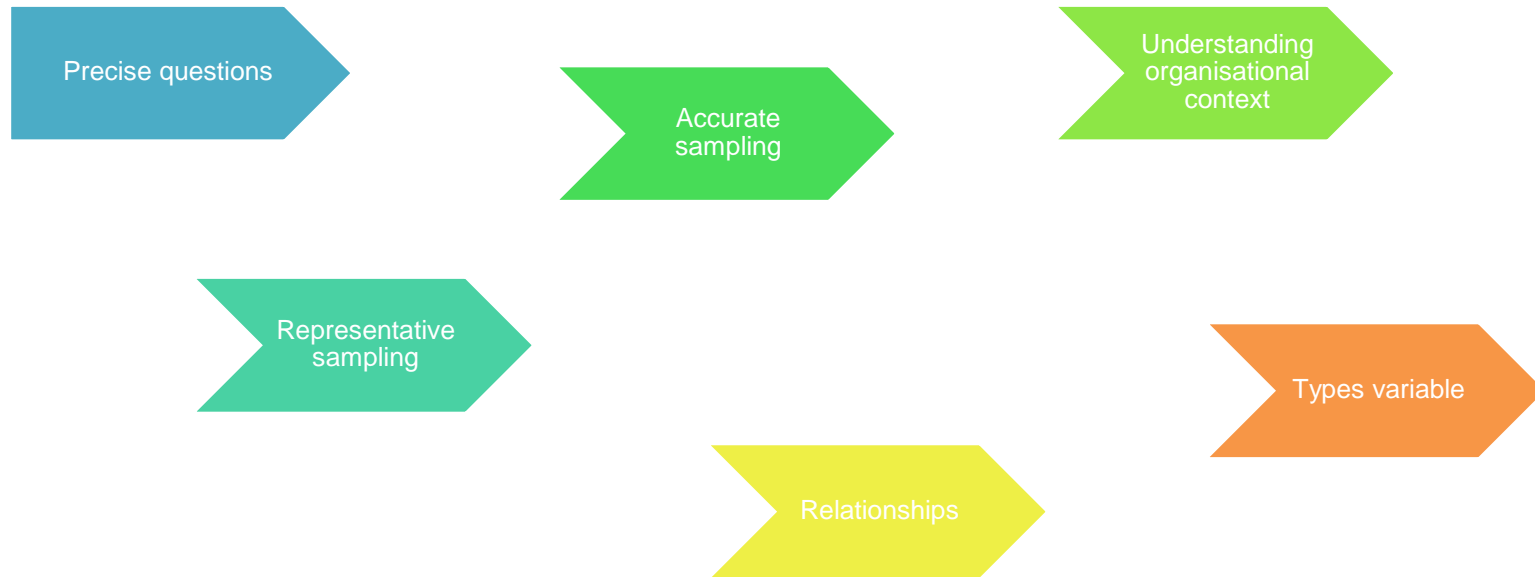


A large
sample

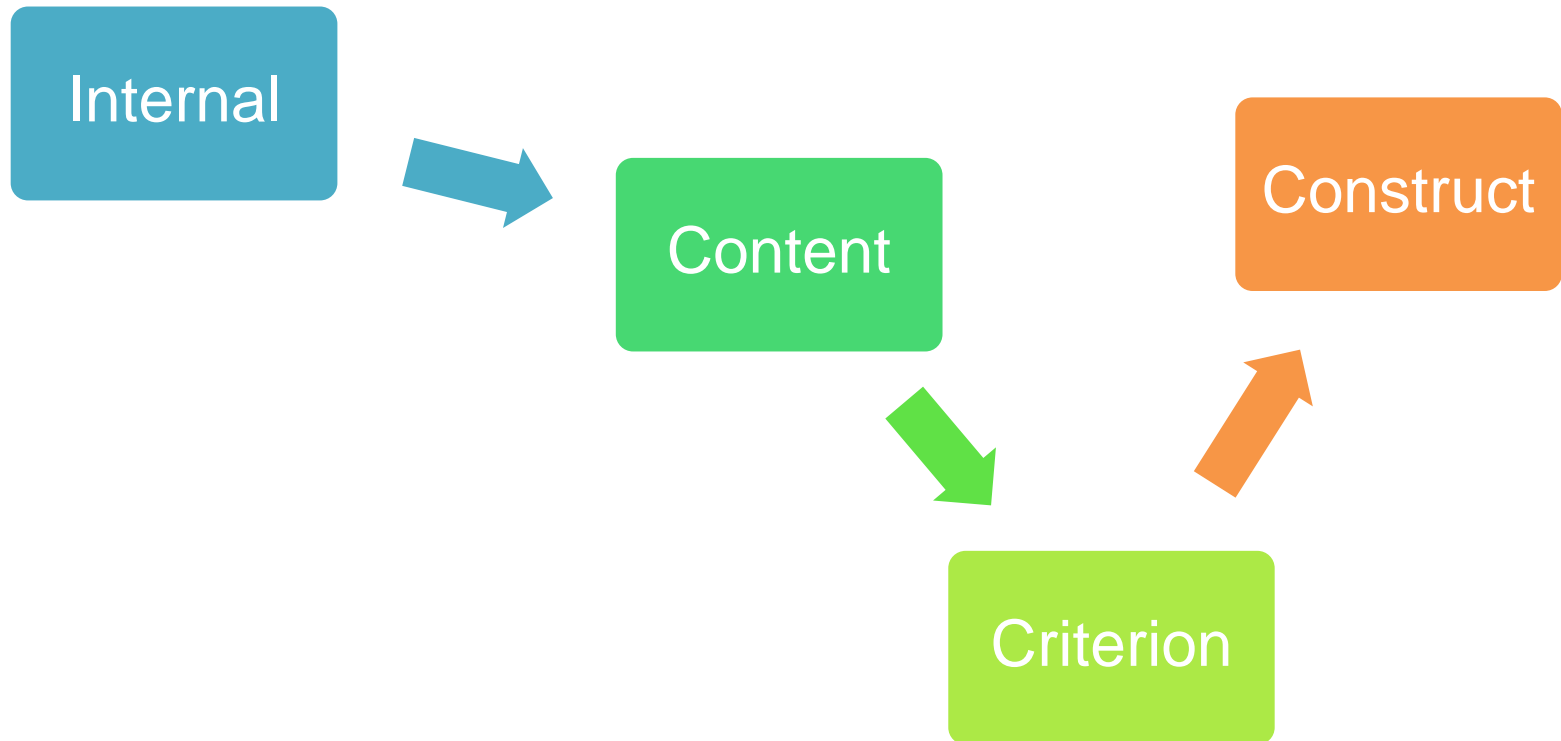
Benefit of questionnaire



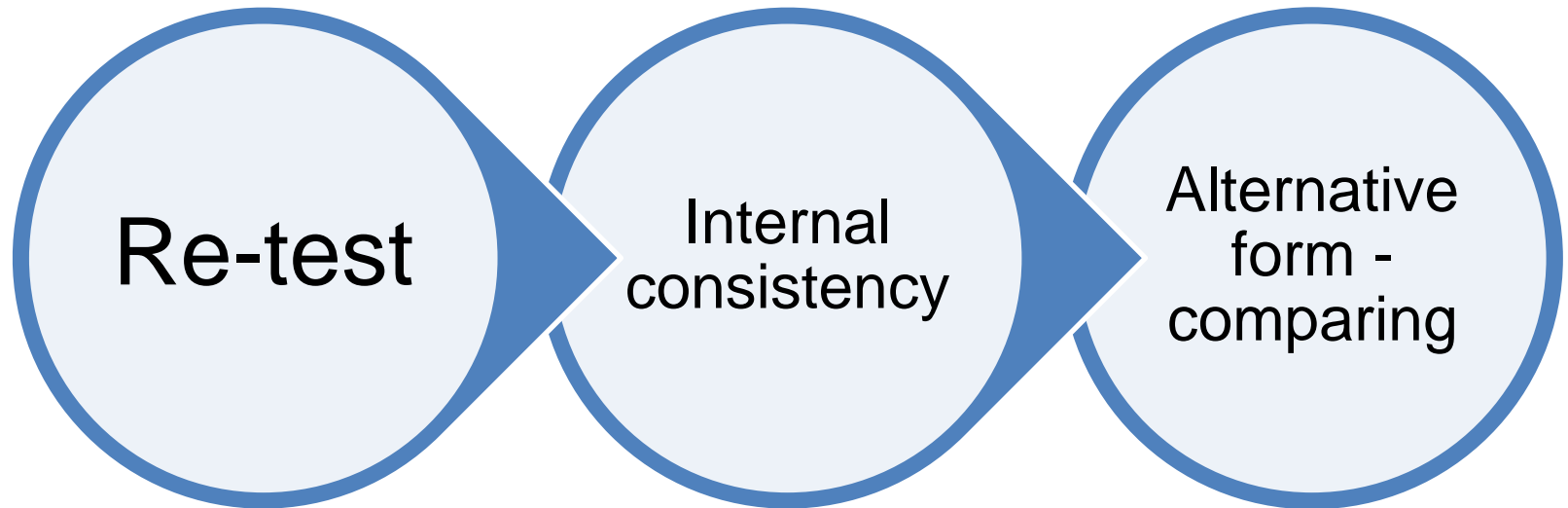
Data collection



Validity



Reliability test



Type of questions

- **Open questions**
- **List questions**
- Category questions
- **Ranking questions**
- **Rating questions**
- **Quantity questions**

Measurement items

- Adopting / adapting
- Copyright
- Question wording
- Translating questions
- Question coding

Main considerations



Order questions

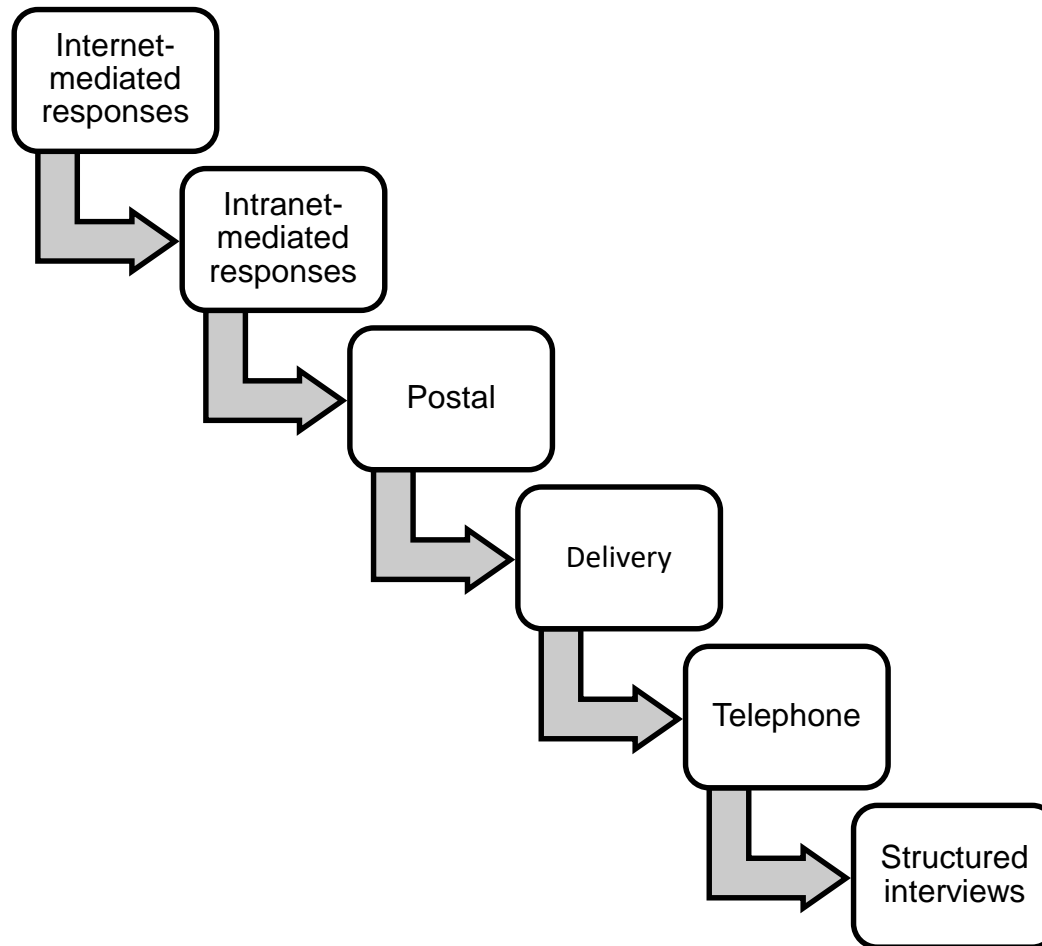
Flow of
questions

Questionnaire
layout

Please consider:

- The covering letter
- Introducing the questionnaire
- Closing the questionnaire
- Pilot testing
- Assessing validity

Get more feedback from survey



Summary

The students need to consider to adopt or adapt questions from reliable sources. Another point to consider is the questions are free from copyright issues and wording.