

# QUARTILES

QUestionAires - Training In planning and  
Launching Effective Surveys



**MATHEMATICS**

# General Considerations and Ten Tips



- 1 Steps to Questionnaire Design
- 2 Advantages of Questionnaires
- 3 Guidelines to Consider
- 4 Ten Tips

# Steps to Questionnaire Design

- 1 Define goals and objectives
- 2 Design methodology
- 3 Determine feasibility
- 4 Develop questions and a statistical analysis plan
- 5 Select sample
- 6 Conduct pilot test
- 7 Revise questions
- 8 Conduct research
- 9 Analyse data
- 10 Prepare report

# Advantages of Questionnaires

- Cost effective
- Easy to analyse
- Familiar to most respondents
- Reduces bias\*
- Less intrusive\*

\* dependent on sampling method

# Guidelines to Consider

- Have **well-defined goals** and be sure to commit the study goals to writing.
- Decide how you are going to **use the information** gathered from the survey.
- Maximise your **response rate** by minimising the length of the questionnaire.
- Understand how every question will be analysed and be prepared to handle **missing data**.
- Give your questionnaire a **title** that is short and meaningful to the respondent.

# Guidelines to Consider

- Include clear and concise **instructions** on how to complete the questionnaire.
- **Begin with** a few non-threatening and interesting items.
- Eliminate misunderstandings by emphasising **crucial words**.
- Leave **white space** for open ended questions.
- **Test the questionnaire** on representatives of the target audience.

# Ten Tips

- 1 Define a clear goal for your questionnaire.
- 2 Telephone, postal, online, face-to-face?
- 3 State concise instructions.
- 4 Use simple and direct language.
- 5 Begin with something general.
- 6 Avoid leading questions.
- 7 All questions should be relevant.
- 8 Do not let your questionnaire get too long.
- 9 Develop a Statistical Analysis Plan.
- 10 Pilot your questionnaire.



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