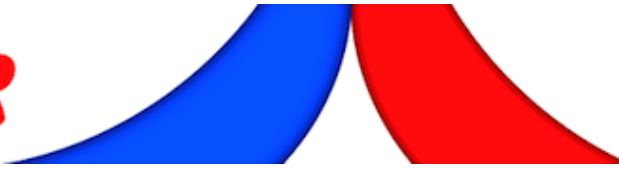


# #NewMR



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# Better Questionnaire Design



Pete Cape

SSI,

Global Knowledge Director, UK

# Better Questionnaire Design?

Implies you are already good at it

# Better Questionnaire Design?

Implies you are already good at it

Are you?

# Better Questionnaire Design?

Implies you are already good at it

Are you?

Do you know what you are supposed to be doing?

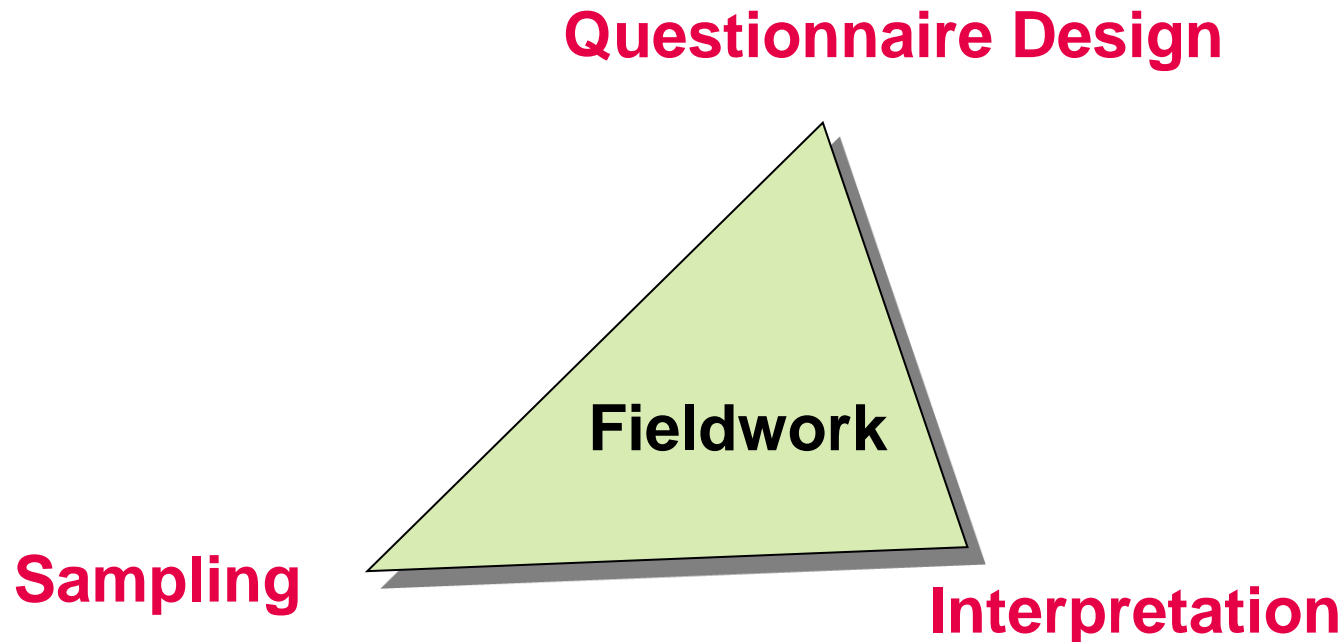
# What is Market Research?

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- Asking the *right people* the *right questions* and *understanding their answers*

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# Principles of Questionnaire Design

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- Satisfy all the stakeholders:

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  - Clients – gain all the relevant information

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  - Clients – gain all the relevant information
  - Interviewer – easy to administer
  - Survey programmer – easy to programme
  - DP – easy to analyse
  - Respondents – not too hard, maintains interest, not too long, allows them to answer truthfully
  
- Honestly....who do you satisfy most?



# Functions of a Questionnaire

Scientific functions

Practical functions

# Functions of a Questionnaire

## Scientific functions

Avoiding bias & error

## Practical functions

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Avoiding bias & error

Provide reliable data/measurements

Provide valid data/measurements

## Practical functions

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Motivate the respondent to provide

complete answers

accurate answers

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## Practical functions

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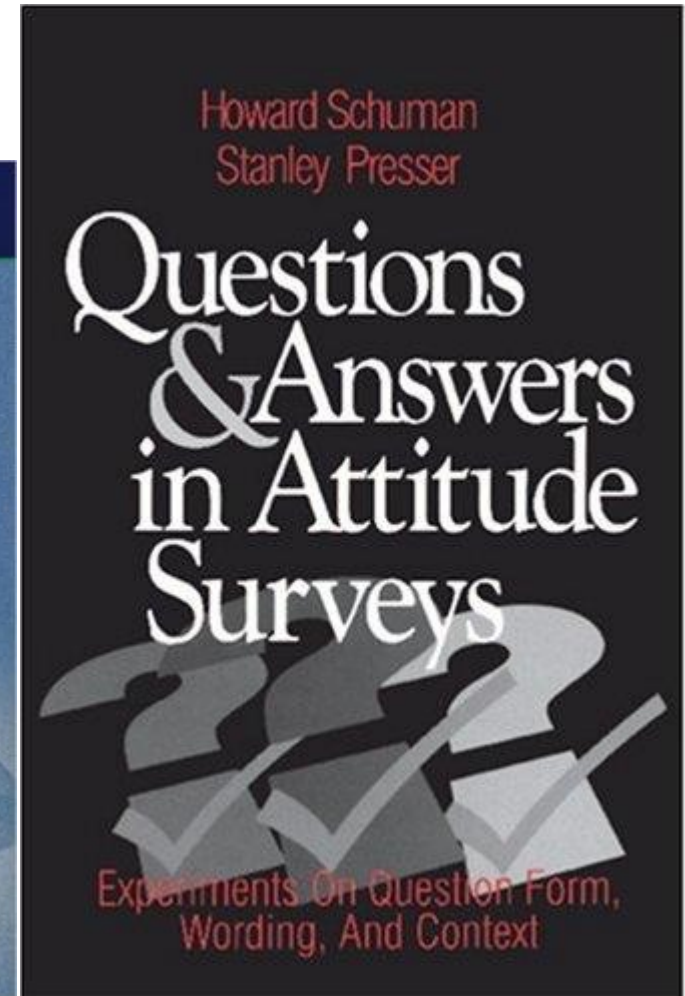
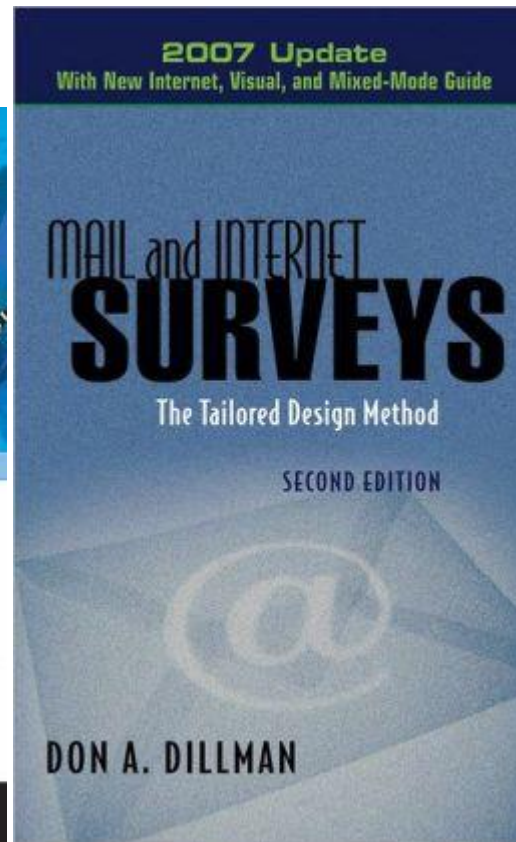
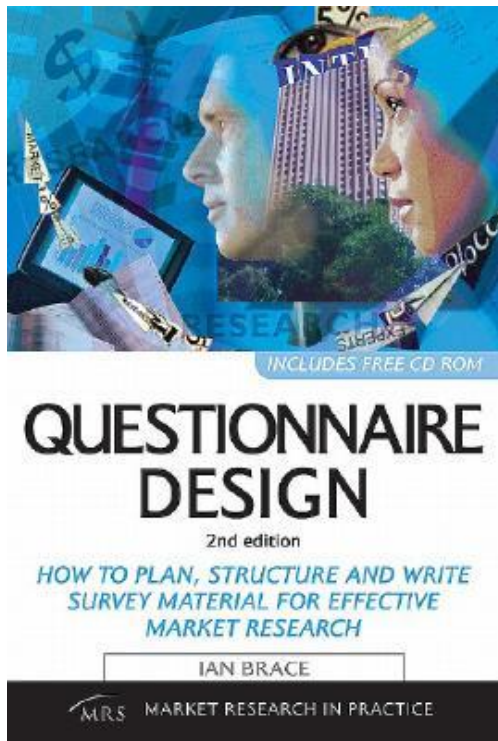
- Communicate to the respondent

- Help the respondent work out their answers

- Make the respondents work easy

# Guess what?

- There are textbooks!



# Respondents #1

- These are ordinary people

# Respondents #1

- These are ordinary people
- Write simple, straightforward questions



# Respondents #1

- These are ordinary people
- Write simple, straightforward questions
- Avoid complexity and jargon

# Respondents #2

- They know they are in an experiment

# Respondents #2

- They know they are in an experiment
- They think it all has meaning

# Respondents #2

- They know they are in an experiment
- They think it all has meaning
- They want to look good to you

# Respondents #3

- They are unreliable witnesses to their own behaviour

# Respondents #3

- They are unreliable witnesses to their own behaviour
- (So would you be)

# Respondents #3

- They are unreliable witnesses to their own behaviour
- (So would you be)
- So don't ask the un-askable

# Respondents #3

- Asking the unaskable

How many quarter-hours (e.g. 15-minute periods) of online video (including full-length TV programs, clips, movies, movie trailers, advertisements and user-created videos) do you watch in an average week? Please type in the number of quarter-hours watched. Please round up to the closest whole number.

How many quarter-hours of programming on television (including broadcast, cable and satellite, live and recorded viewing) do you watch in an average week? Please type in the number of quarter-hours watched. Please round up to the closest whole number.



# Questionnaire #1

- It's a conversation, make it flow

# Questionnaire #1

- It's a conversation, make it flow
- Change subjects properly

# Questionnaire #1

- It's a conversation, make it flow
- Change subjects properly
- Take time to thank, praise and motivate

# Questionnaire #2

- Respondents will answer anything & everything

# Questionnaire #2

- Respondents will answer anything & everything
- Way past their own best interest

# Questionnaire #2

- Respondents will answer anything & everything
- Way past their own best interest
- Keep it to less than 20 minutes, or insert mental breaks

# Questions #1

- Ask single questions, provide single answers

# Questions #1

- Ask single questions, provide single answers

Which best describes you in this webinar?

I am paying attention, taking notes and am alone

I am paying attention, I'm not taking notes, I am alone

I am paying attention, I'm neither taking notes nor am I alone

I'm not paying attention, I am taking notes, and I'm alone

I'm not paying attention, I'm not taking notes, I'm not alone

I'm not paying attention, taking notes or alone



# Questions #1

- Ask single questions, provide single answers

Which best describes you in this webinar?

I am paying attention, taking notes and am alone

I am paying attention, I'm not taking notes, I am alone

I am paying attention, I'm neither taking notes nor am I alone

I'm not paying attention, I am taking notes, and I'm alone

I'm not paying attention, I'm not taking notes, I'm not alone

I'm not paying attention, taking notes or alone

My head hurts

# Questions #2

- Beware of bandings

# Questions #2

- Beware of bandings
- They have meaning

# Questions #2

- Beware of bandings
- They have meaning

Up to £10,000

£10,000 - £14,999

£15,000 - £19,999

£20,000 – £24,999

£25,000 - £29,999

£30,000 – £34,999

£35,000 - £39,999

£40,000 - £44,999

£45,000 or over

# Questions #2

- Beware of bandings
- They have meaning

Up to £10,000

£10,000 - £14,999

£15,000 - £19,999

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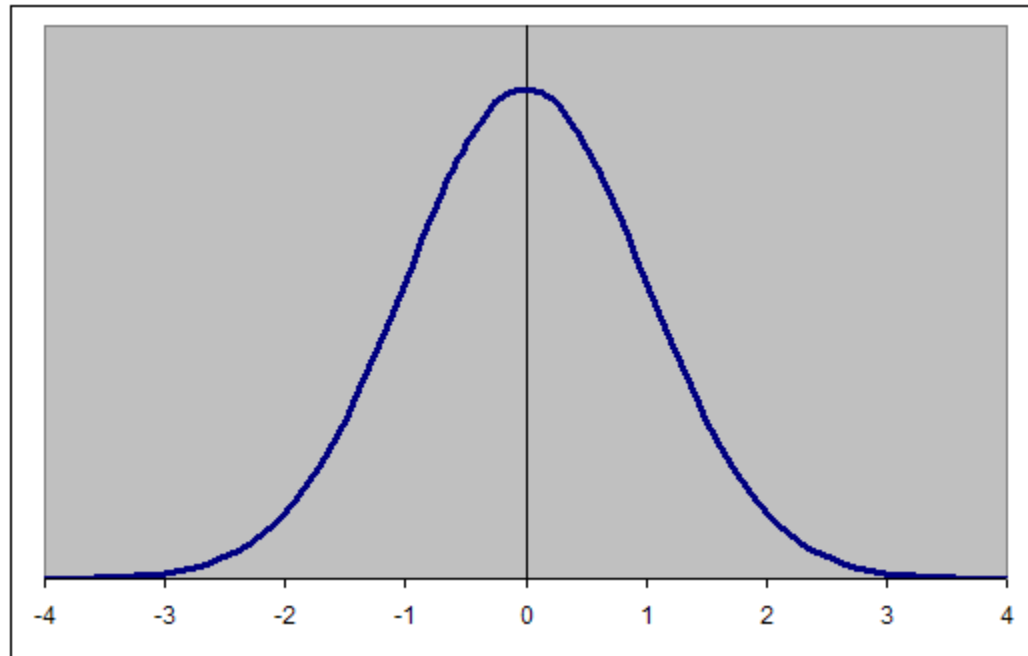
£25,000 - £29,999

£30,000 - £34,999

£35,000 - £39,999

£40,000 - £44,999

£45,000 or over



# Questions #3

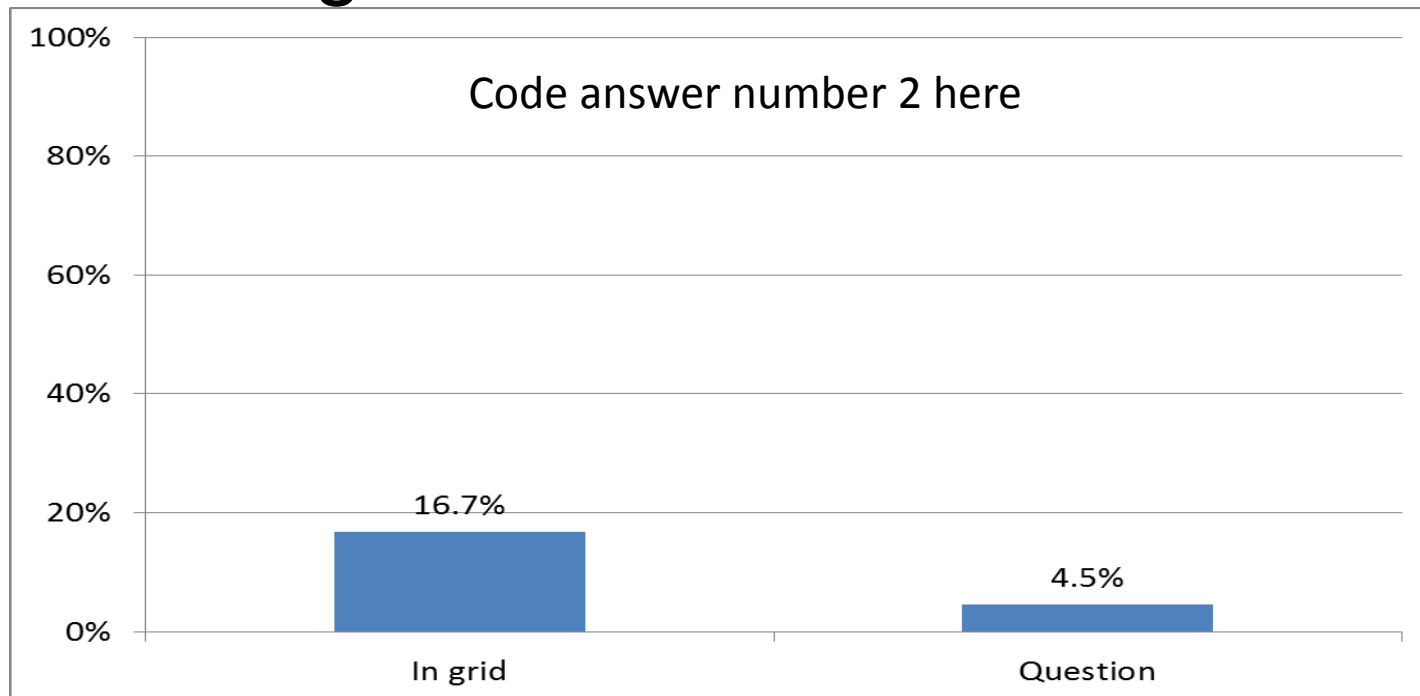
- Avoid asking questions in grids

# Questions #3

- Avoid asking questions in grids
- Tedious, mentally exhausting, over-fast processing

# Questions #3

- Avoid asking questions in grids
- Tedious, mentally exhausting, over-fast processing





# Questions #4

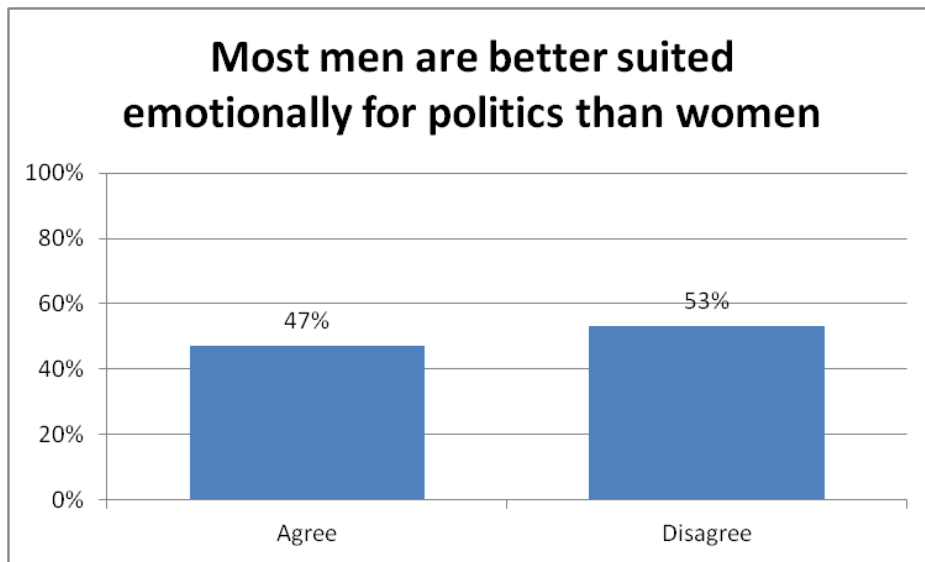
- Yes/No questions lead to acquiescence bias

# Questions #4

- Yes/No questions lead to acquiescence bias
- And who would argue with the scientist?

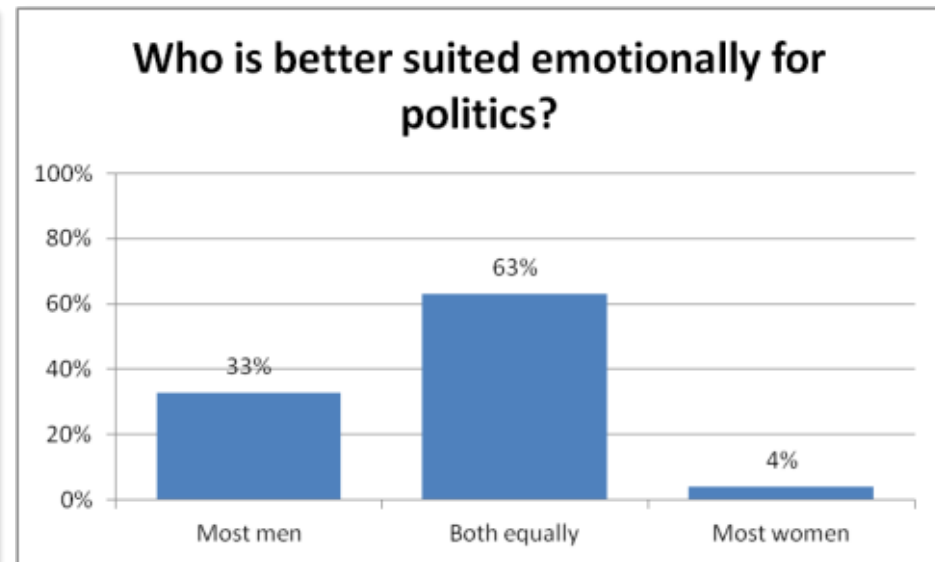
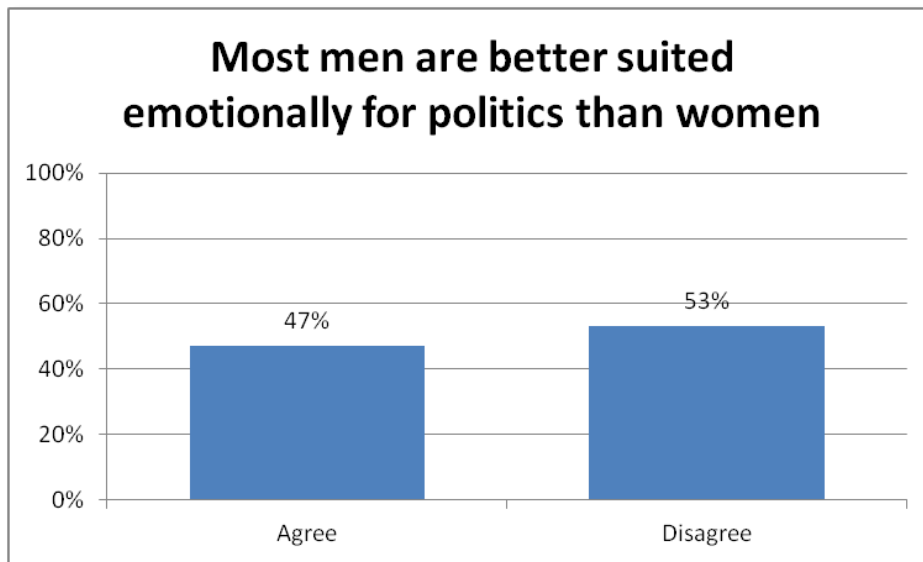
# Questions #4

- Yes/No questions lead to acquiescence bias
- And who would argue with the scientist?



# Questions #4

- Yes/No questions lead to acquiescence bias
- And who would argue with the scientist?



# Questions #5

- Pictures speak louder than words

# Questions #5

- Pictures speak louder than words
- And have meaning

# Questions #5

- Pictures speak louder than words
- And have meaning

Select your preferred holiday type:



Summer Beach

# Questions #5

- Pictures speak louder than words
- And have meaning

Select your preferred holiday type:



Summer Beach

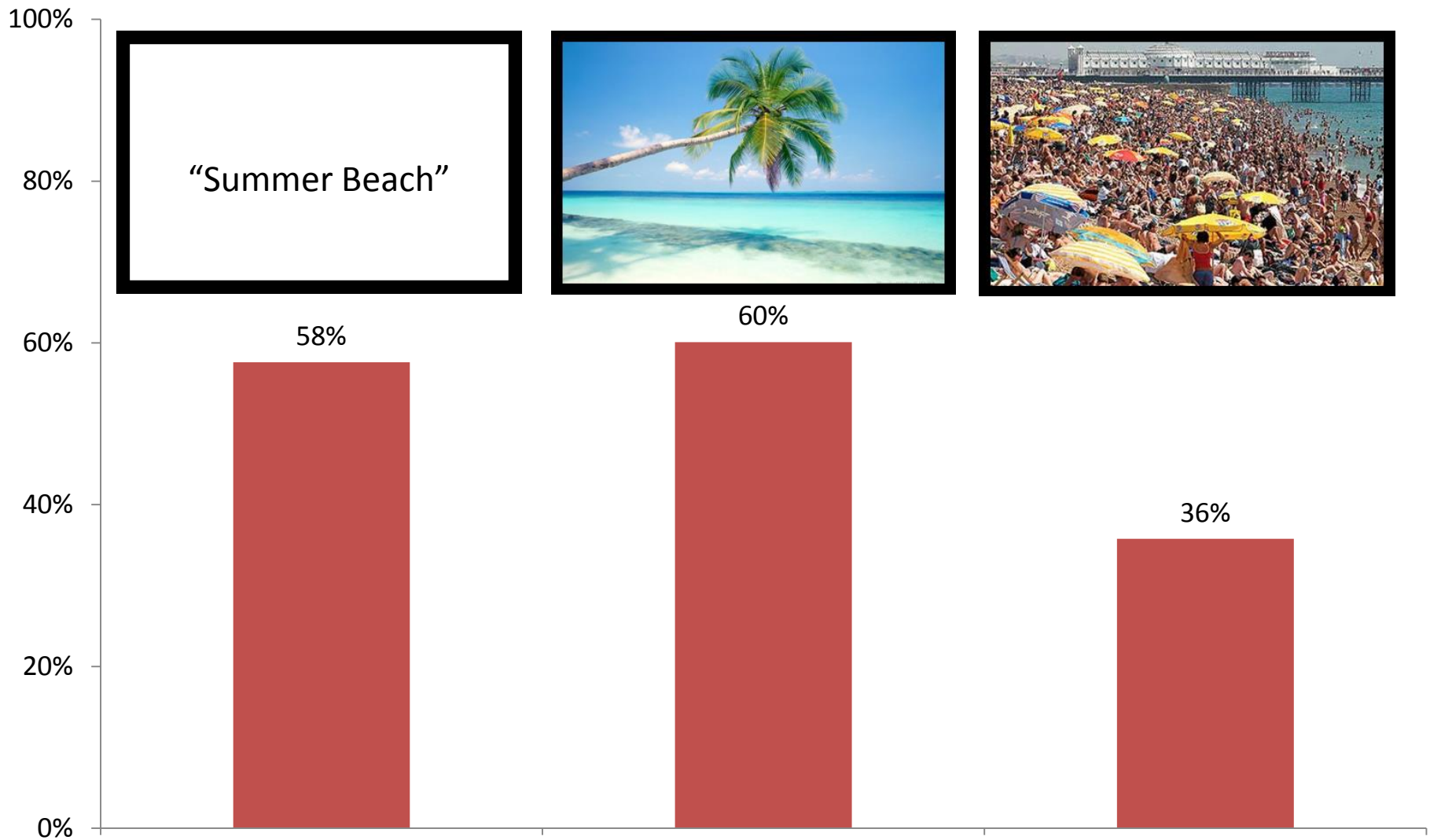
Select your preferred holiday type:



Summer Beach



# The results are in!



# Questions #6

- Make your scaled items scalable

# Questions #6

- Make your scaled items scalable

To what extent to you agree or disagree that this presentation is extremely useful?

# Questions #6

- **Make your scaled items scalable**
- **Make your scale answers the appropriate ones**

To what extent to you agree or disagree that this presentation is extremely useful?

Agree extremely

Very much agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Very much disagree

Disagree extremely

# Questions #6

- **Make your scaled items scalable**
- Make your scale answers the appropriate ones

To what extent to you agree or disagree that this presentation is extremely useful?

Agree extremely

Very much agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Very much disagree

Disagree extremely

This is hard work

# 2 stage process

- Decide how useful you find this
- Translate into agree-disagree, hopefully:

# 2 stage process

- Decide how useful you find this
- Translate into agree-disagree, hopefully:

Extremely useful	=	Agree extremely
Very useful	=	Very much agree
Somewhat useful	=	Somewhat agree
Neither useful not disuseful	=	Neither agree nor disagree
Somewhat disuseful	=	Somewhat disagree
Very disuseful	=	Very much disagree
Extremely disuseful	=	Disagree extremely

# 2 stage process

- Decide how useful you find this
- Translate into agree-disagree, hopefully:

Extremely useful	=	Agree extremely
Very useful	=	Very much agree
Somewhat useful	=	Somewhat agree
Neither useful not disuseful	=	Neither agree nor disagree
Somewhat disuseful	=	Somewhat disagree
Very disuseful	=	Very much disagree
Extremely disuseful	=	Disagree extremely

- Disuseful?



# Questions #6a

- Don't mix unipolar and bipolar scales!

# Summary

- Get the science and the art right

# Summary

- Get the science and the art right
- Think lowest common denominator for language

# Summary

- Get the science and the art right
- Think lowest common denominator for language
- It's an experiment!

# Summary

- Get the science and the art right
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- Make it flow

# Summary

- Get the science and the art right
- Think lowest common denominator for language
- It's an experiment!
- Make it flow
- Ensure you know what the answers mean

# Summary

- Get the science and the art right
- Think lowest common denominator for language
- It's an experiment!
- Make it flow
- Ensure you know what the answers mean
- Make sure they are the answers to the questions!

# Summary

- Always Be



# Summary

- Always Be



# THANK YOU



Pete Cape  
SSI,  
Global Knowledge Director, UK

# Q & A



Ray Poynter  
The Future Place



Pete Cape  
SSI, UK