

# How to Design the Questionnaire

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## Abstract

The questionnaire is one of the scientific methods used on a large scale, which depends on asking questions about what is going on in the universe of people's conditions, tendencies, trends and phenomena in nature, and outer space. All the questions, put by the researcher or specialist in this field, related to the subject of the study, either the questionnaire is dealt directly from the researcher to the respondent, or indirectly sent by e-mail or phone, and the design of the questionnaire is based on specific axes related to the subject of study or the problem which is facing the researcher.



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### Introduction

According to the importance of knowing how to design a research questionnaire, also to raise topics related to a specific problem, then it is delivered to the respondent directly by the researcher or through social communication. So that they answer the questions of the questionnaire and return it to the researcher. The questionnaire designer must be accurate in determining the goal of the research topic or the subject of the study, after determining the goal of the subject research or study, then comes the role of writing the questionnaire, as the design of the questionnaire is very important as it affects the user's response (the respondent) and the extent of his interaction. The questionnaire questions are divided into two types: Close questions and Open questions. Since the questionnaire consists of an introduction explaining the reason for using the questionnaire, this study or the studied phenomenon, in addition to the axes of the questionnaire, each axis in which some questions are placed and starts from easy to difficult with Close or Open questions.

### Conditions to be met when formulating questions

1. The questions should be clear and easy and do not bear more than one meaning.
2. To start the questionnaire with questions from the easiest to the most difficult.
3. Divide the questions into specific themes.
4. It is free from typographical errors.
5. Avoid questions that require open-ended answers.
6. Avoid complex questions which are difficult to answer.
7. Avoid too many questions.
8. Avoid using abbreviations.
9. Use illustrative examples of difficult questions.
10. Leave blanks for the open answer in the questionnaire.

### Questionnaire features

- 1- Through the questionnaire, information can be collected from a large number of respondents in a short time and effort.
- 2- Low cost.
- 3- The confidentiality of the respondent and his/her freedom to choose the appropriate time to fill out the questionnaire.

### Questionnaire flaws

- 1- The response rate and reactions are short.
- 2- The questionnaire cannot be filled out by illiterate people in general.
- 3- The questionnaire does not allow respondents to inquire.
- 4- Probably, other people rather than the individual target will answer.
- 5- If the questionnaire questions contain a large number of questions, which leads to making the respondent leave some questions when he/she feels bored.

### Types of questionnaire questions

First, Close Questionnaire Questions: This type of question asks the respondent to choose between yes or no or specific short answers, including:

- a- Choice questions, here the respondent must choose only one option.
- b- Binary questions, here the respondent must choose only two options.
- c- The listed questions, here the researcher presents a set of choices and asks the respondent to arrange them according to importance, preference, antiquity or modernity according to what the researcher sees and the purpose of the question.

Second, the Open Questionnaire Questions: This type of question leaves the respondent the freedom to express his/her opinion without interference from the researcher.

Third, Open/Close Questionnaire Questions: Here the researcher asks a Close question specifying the options in front of the respondent, and then follows it with an Open question asking the respondent for additional information, i.e. expressing his/her opinion.

### **Questionnaire design steps**

- 1- Defining the goals of the questionnaire.
- 2- Determining the topics that the questionnaire will address.
- 3- The formulation of the questionnaire questions should revolve around the objective.
- 4- Conducting a preliminary study of the questionnaire before distributing the questionnaire to the study members.
- 5- Showing the questionnaire to the experts, like arbitration of the questionnaire.
- 6- Determining the validity and reliability of the questionnaire by statistical methods.
- 7- Experts suggest that, in determining the number of questions in the questionnaire, should be between (25-45) questions.

### **Review the results analysis of the questionnaire**

Before the analysis, the researcher excludes the incomplete questionnaires, then calculates the research sample from the completed questionnaires.

- 1- Calculates the grade of each part in each dimension.
- 2- Calculates the estimate of each dimension.
- 3- Calculates the estimate of each questionnaire.

### **Conclusion**

- 1- Distributing questionnaires directly or indirectly, such as quickly sending and spreading due to social communication.
- 2- The questionnaire reduces the effort, time and cost.
- 3- The questionnaire shall be limited to the educated or those who can read or write.
- 4- The researcher's use of the questionnaire may not make the researcher vulnerable to bias.

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