Survey Questionnaire Design II

WAS*IS
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Presentation Outline

- Refresher information regarding survey design
- Break up into small groups for development of pilot instruments (20 minutes)
- Critique of pilot instrument (20 minutes)
- Lessons from the field
- Questions/comments
Starting Point(ers)

- Always start with an easy and relevant question to ‘hook’ your respondent
- Never start with demographic questions
- Group similar questions into logical sections
- Make survey layout ‘reader’ friendly – large enough print; space between questions, etc.
Diagnosing Problems: Questions to Ask Yourself

- Can the question be misunderstood?
- Can people accurately recall previous events?
- Is the respondent willing to reveal the requested information?
Diagnosing Problems:

- Is the frame of reference clear?
- Is the question potentially objectionable to respondents?
- Can the question be asked in a more direct form?
Diagnosing Problems:

- Is the question necessary? i.e. how will the information be used?
- Are several questions necessary to examine the subject matter?
- Should the question be sub-divided into narrower questions?
Deciding on Response Format Options

- Types of questions
  - Open-ended
  - Close-ended
Close-Ended Responses

- Types of close-ended responses
  - True/False or Yes/No (Dichotomous)
  - Multiple choice
  - Scale (Likert)

- Selection criteria for type of close-ended responses
  - Does it cover all significant alternatives
  - Is it of reasonable length
  - Is the wording of items impartial and balanced
  - Is the response easy, yet reasonable, for the purpose
Type of Survey

- Onsite
- Mailed
- Telephone
# Survey Design

<table>
<thead>
<tr>
<th></th>
<th>On-site</th>
<th>Mailed</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowable length</td>
<td>5-10 minutes</td>
<td>30-45 minutes</td>
<td>30-45 minutes</td>
</tr>
<tr>
<td>Success with complex questions</td>
<td>Medium</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Success with open-ended questions</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Success avoiding non-item response</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Sensitivity to design layout</td>
<td>Medium</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Likelihood of interviewer distortion</td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
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Disadvantages of Surveys

- Can sometimes seem artificial
- Seldom contextualize questions
- Are not flexible
- Once written and printed – can’t be changed
- Questions may not be understandable to all respondents
Group Projects – 20 minutes

- Group 1 – develop focus group discussion questions to be asked of emergency managers in a small town in eastern OK regarding tornado warning process and the perceived impact of false alarms

- Group 2 – develop intercept interview questions to ask residents about the warning process in the aftermath of a deadly tornado – medium sized city in WI

- Group 3 – develop structured interview questions for city officials regarding efficacy of current warning procedures for tornadoes using dichotomous response variables to questions
Group Projects, cont.

- Group 4 – Develop survey questionnaire to help NOAA devise educational information for tornadoes using Likert scale responses to questions

- Group 5 – Devise survey questionnaire for mobile home communities in NE regarding tornado safety using multiple choice responses to questions
Lessons from the Field

- Pretest, pretest and then pretest again
- Consider setting up database before using questionnaire as another form of pretest
- Consider coding of data and type of analysis to be performed BEFORE administering
- Make multiple copies of hard copy
Questions/Comments?