

Questionnaire Design

Content of a Questionnaire

- Introduction and Consent:
- Identifier Variables.
- Household Demographic Information (optional)
- Anthropometric Variables (if any).
- IYCF Variables/ Questions.
- Additional variables (if any)

Identifier Variables

1. Survey date.
 2. Cluster number (if it's a cluster survey, otherwise not).
 3. Household number.
 4. Team number.
 5. Child ID
- These variables are **pre-filled** before you reach a house and **absolutely required**.
 - Write the cluster and household numbers on **every sheet** of the questionnaire and number the pages.

IYCF Variables

- Put down all the relevant and necessary IYCF questions in line with the survey objectives and list of indicators

Including other variables:

- **Do not overload** your survey.
- Clearly justified by **programmatic relevance**.
- First look to obtain information from **other sources**.

Your questionnaire is
your **instrument**; it must
be carefully calibrated.

Designing the questionnaire

Is anything wrong with the following questions?

1. Many people think that eating red meat is bad for your health. Do you like to eat red meat? ___ Yes ___ No

2. Please list all foods you have eaten in the past 3 days:

3. When you last had a respiratory infection, did aerosolized particulate matter exacerbate your symptomatology?

___ Yes ___ No

4. Can you read and write?

___ Yes ___ No

5. Compared to your friends, do you exercise:

More than most _____ Similar to most _____ Less than most _____

Formulating Questions

- **Neutral.**
 - **Simple** and short.
 - **Closed-ended** (preferred).
 - **Common language.**
 - **Mutually exclusive** (ask **one question** at a time).
 - Write out the entire question.
- **Have interviewer read questions as written.**

Filling Out the Questionnaire

- Use a standard method for **filling out boxes**.
- Provide **small line** for each **digit** (_ _ . _).
- **Standardise** the way teams write **numbers**.
- Ensure handwriting is **legible**.
- Provide instructions on whether there is **one** or **multiple options** for questions.
- If coding answer options **follow same pattern** throughout questionnaire (ex: “No” is always “0”).
- Leave an **option for unknown** answer.

Language of the Questionnaire

- In the **language of the interview**.
- If there are several major languages in the area you will need the questionnaire in all those languages.
- Surveyors should be **fluent** in the language of the interview.
- **DO NOT** have interviewers translate during interviews.

Translate and Back Translate

- **If the survey manager does not speak the language in which the survey will be conducted, the survey must be translated.**
- Process:
 1. Survey manager writes the questionnaire (e.g. English, Burmese).
 2. A translator fluent in both languages translates the questionnaire into the language that will be used by survey teams.
 3. A **DIFFERENT translator**, fluent in both languages, translates the questionnaire back into the original language.
 4. The survey manager should **check** to make sure that the **original version and the back translated version are the same**.
 5. **Pre-test** the questionnaire in the target population.

Final Field Test

- **ALWAYS pre-test on target population!**
- Supervisors should observe the pretest.
- Pre-test **entire data collection procedures.**
- Feedback:
 - Ask respondents about interview questions.
 - Ask survey teams for feedback about **individual questions** and entire **process of data collection.**

Any Question?