

Questionnaire

(Techniques of Data Collection)

P.G.Semester-III

- Questionnaire is the structured set of questions usually sent by mail, though sometimes it is delivered by hand also. The hand delivery can be at home, school/college, office, organisation, and so on.
- It is described as a document that contains a set of questions, the answers to which are to be provided personally by the respondents.
- It is used as a tool when i) very large samples are desired, ii) costs have to be kept low, iii) the target groups who are likely to have high response are specialised, iv) ease of administration is necessary, and v) moderate response rate is considered satisfactory.
- For analytical purposes, the following types of questionnaires may be identified:
 - i) Topic- Whether the questionnaire deals with one specific topic or several topics.
 - ii) Size-Whether the questionnaire is small, middle-sized or large-sized, we may classify them in short and long questionnaires.
 - iii) Target- Whether the questionnaire is addressed to specific group or people or to general people.
 - iv) Type of response required- Whether the questions are closed, open ended or combination of the two types.
 - v) Method of administration- Whether the questionnaire is mailed or it is personally administered to subjects to complete in the presence of the researcher or his assistant.

Interview Schedule- The set of structured question in which answers are recorded by the interviewer is called interview schedule. The questions in the questionnaire/schedule seek three types of information i) demographic information which identifies the interviewee, ii) substantive information which is focussed on the subject under study, and iii) additional information which may support the substantive information

Sequence of Questions.

1. The first set of questions should be related to the topic under study.
2. Questions should precede from the most familiar to the least.
3. Avoid very general questions.
4. Place relatively easy to answer questions first.
5. The demographic questions should be put at the end.
6. Place the sensitive questions in the middle.
7. Avoid putting similar questions at one place.
8. Put questions at logical order.

Advantages of Questionnaire

1. Lower Cost.
2. Time Saving.
3. Accessibility to widespread respondents.
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5. No interviewer's bias.
6. Greater anonymity.
7. Respondent's convenience.
8. Standardised wordings.
9. No variation

However the questionnaire too has its limitations, as many times many questions remain unanswered, mailed questionnaire can be used only for educated people, the respondents can consult other persons before filling in the questionnaire also sometimes different respondents interpret questions differently