

Developing, Authoring and Designing Survey Questionnaires

A One Day Seminar

An introduction for anyone responsible for conducting research by postal or web based self completion survey. The day will equip delegates with the basic skills required to develop and design attractive and effective survey questionnaires.

The day includes practical exercises throughout, and ends with a session during which delegates work on a project of their own. Delegates are encouraged to bring an example of a questionnaire to work on. It may be a draft for a planned survey, or a questionnaire which has been used in an area of interest to the delegate, and which they can adapt and improve in light of their learning during the day. We provide a draft questionnaire for anyone who hasn't an example of their own. Delegates need a good command of English, but no other knowledge or experience is required.

Leader

David Lusty Chartered MCIPD MMS(Dip) MIC CMC spent 11 years in personnel and management services with a number of local authorities and is a former Director of Personnel and Management Services with Avis Rent a Car Ltd; world leaders in service excellence. As founder and principal consultant of **QUANTIFY** he now provides consultancy and bureau services to clients conducting research among staff and customers, including stakeholder panel management for several clients. His lively presentation draws on his diverse experience and puts the emphasis on pragmatic research as an aid to decision-making.

Seminar delivery

Location

This seminar is delivered on your premises.

Number of delegates

You decide on the number of delegates, though we recommend a maximum of about 20.

We supply

- Seminar leader
- One set of materials for you to copy
- Presentation on lap-top

You supply

- Training room
- PC projection system, screen
- Refreshments
- Copying of delegates' course materials

Fee

£1,000 plus VAT including all expenses.

Seminar content

Questionnaire Development

- Defining objectives
- Focus groups
 - Members
 - Facilitation
 - Outcomes

Authoring

- Unjustified assumptions
- Item authoring
 - Structure
 - Brevity
 - Double negatives
 - Avoiding "and"
 - Leading questions
 - Manageable tasks
 - Positive or Negative?
 - Open / closed questions

Use of language

- Vocabulary
- Complexity
- Common concepts

Answering frames

- Multiple choice
- Ranking
- Rating / Agreement scales
- Odd or even numbers of points
- Response coding

Item sequence

- Effect on informant's perception
- Funnel technique

Demographic items

- Standardisation
- Coding

Acquiescence Response Set

Design

- Size
- Quality
- Instructions
- Layout

Designing a questionnaire in MS Word

QUANTIFY! Ltd. 18 Rodway Road, Roehampton, London SW15 5DS

08452 414160 020 8704 1296 www.quantify.co.uk

David C Lusty Chartered MCIPD MMS(Dip) CMC (Director) Mobile: 07956 518070 david@quantify.co.uk

Registered in England. Company number 2825006 Registered office 18 Rodway Road SW15 5DS