

## 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

London

#### Timetable

09:00 – 17:00

#### Number of delegates

We limit attendance to 20 delegates.

#### Fee includes

- Face to face teaching
- Comprehensive handouts
- Practical exercises throughout
- Refreshments and light lunch

#### Fee

£250 per delegate plus VAT

### 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