

Applied survey methodology – from design to analysis

Workshops

- When should a questionnaire be used for data collection?
- What are the steps included in the development of a questionnaire?
- What type of questions can be included in a questionnaire?
 - How does one formulate effective questions?
 - How does one design rating scales?
- How does one avoid common mistakes when developing a questionnaire?

Questionnaires are commonly used in research as a data collection tool and investigators have access to many validated instruments. However, there are often occasions when a researcher needs to adapt an already validated instrument to their specific contextual needs. Also, the field of research questions that need to be investigated is so broad nowadays that a researcher often needs to design and create a new instrument specifically for their needs. Designing a questionnaire involves many different steps and each of these steps affects the quality of the questionnaire and the data collected.

To address the need for researchers to understand and practice what is needed to create their own questionnaire or adapting a validated instrument to their needs, we are proposing a series of workshops about questionnaire design:

Principles of questionnaire design - 29th September 2020

- Short introductory lecture on the basic principles of questionnaire design and types of question and response formats:
 - Reviewing the most common question and response formats used in questionnaires, such as interval rating, ordinal, categorical, open-ended.
 - Discussing when to design a new instrument and when to adapt an already validated instrument to the researcher's needs.
 - Addressing elements included in a questionnaire instrument.
- Group exercise: Participants will be asked to construct a questionnaire based on a chosen theme/subject.
- Presentation of the questionnaires created by each group and open peer discussion including feedback on each questionnaire.

Common pitfalls in questionnaire design - 6th October 2020

- Introduction on the common pitfalls in questionnaire design, addressing general principles and concerns regarding question writing.
- Group exercise 1: Examination of purposefully bad survey items.
- Group exercise 2: Discussion and revision of participants 'own or peers' questionnaires developed during Workshop 1.
- Discussion on the group exercise and presentations of suggestions/modifications from each group.

Both workshops require participant activity and interaction with most of the time dedicated to group work and open peer discussions.

References:

- Ejlertsson, G (2014). *Enkäten I praktiken: en handbok I enkätmetodik*. Studentlitteratur. Lund.
- De Leeuw, E. D., Hox, J., Dillman, D. (2012) *International Handbook of Survey Methodology*. Routledge. New York.
- Kline, R. B. (2009). *Becoming a behavioral researcher*. The Guilford Press. New York.

Workshop leaders:

Zoe Säflund and Per Palmgren

Aim of the activity:

The aim of these workshops is to familiarize participants with the subject of questionnaires as a data collection tool, focusing on how to construct a questionnaire that fulfills the researchers' needs.

After the workshop, the participant is expected to demonstrate:

- An understanding of the questionnaire development process and the necessary steps in designing or adapting an instrument and how these steps influence quality.
- Practical knowledge on writing questionnaire questions, choosing the appropriate question format and what mistakes to avoid when writing questions.

The general learning outcomes are to:

- Demonstrate familiarity with research methodology in general and the methods of the specific field of research in particular.
- Demonstrate the ability to identify and formulate issues with scholarly precision critically, autonomously and creatively, and to plan and use appropriate methods to undertake research and other qualified tasks within predetermined time frames and to review and evaluate such work.

Time:

29th September and 6th October 2020, from 09:00 to 12:00

Location:

Online. A Zoom invitation will be sent to registered participants shortly before the workshops.

Registration:

The workshops can be attended independently from one another and it is possible to register to one workshop only. The number of seats is limited to 25 participants per workshop; don't wait to enrol! Doctoral students and postdocs at Karolinska Institute have priority of attendance.

Deadline for registration: 20th September 2020.

Registrations to the workshop **Principles of questionnaire design** - 29th September 2020 are made [here](#).

Registrations to the workshop **Common pitfalls in questionnaire design** - 6th October 2020 are made [here](#).

CONTACT
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