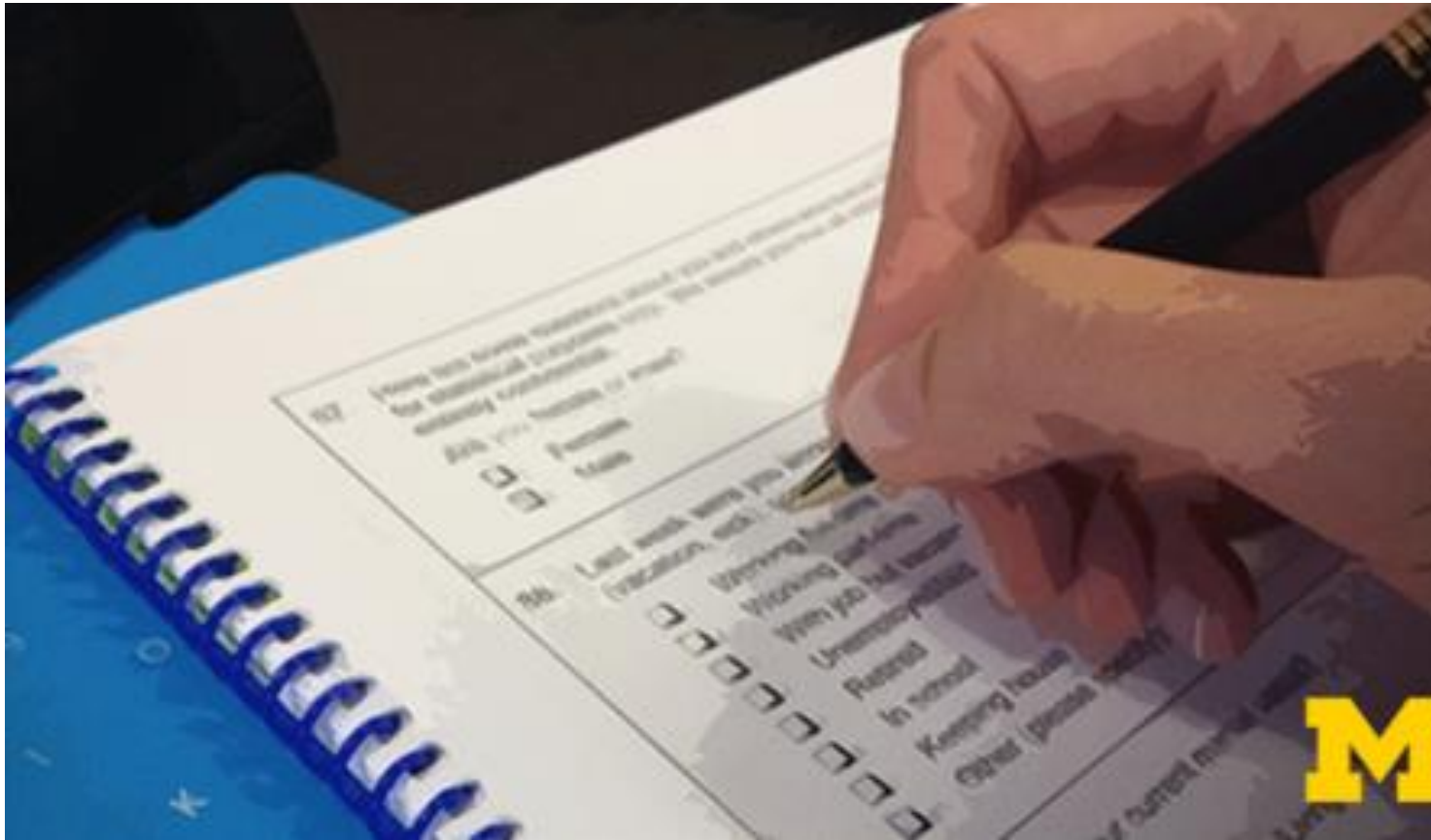
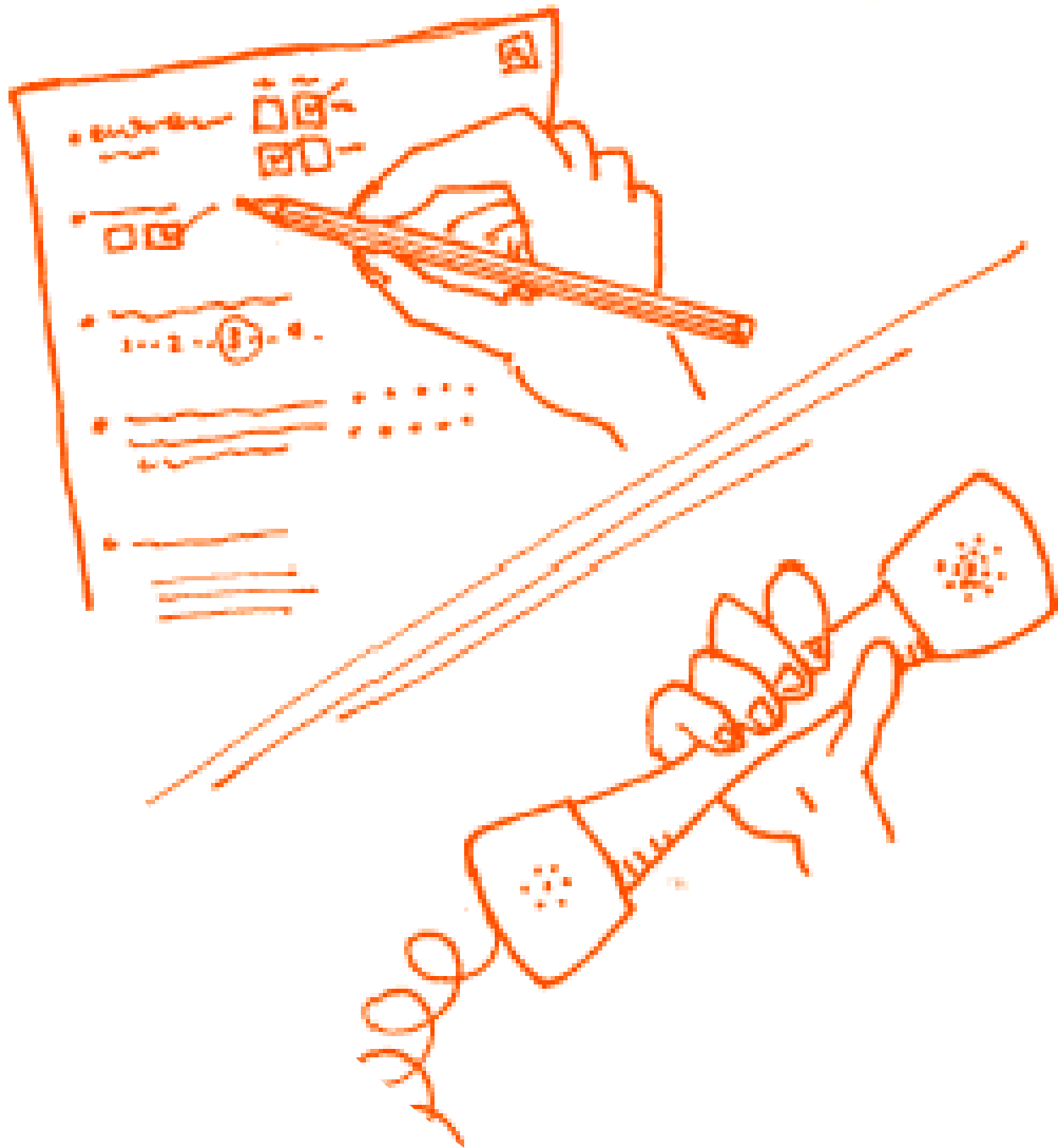




Creating your Questionnaire and putting it in the field

Researching Contemporary Cosmologies
Dr Bernadette Brady

HOW?



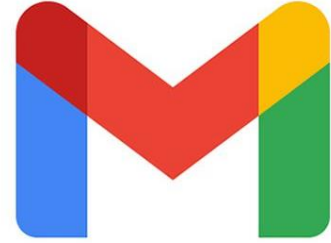
What is the best way for you to deliver your questionnaire to your target group?

You can do paper copies or create it digitally so you can email it to your group.

You can create it in Word then email to people and ask them to fill it out....

BUT this produces poor responses.

Google Forms



Gmail



Gmail



Gmail

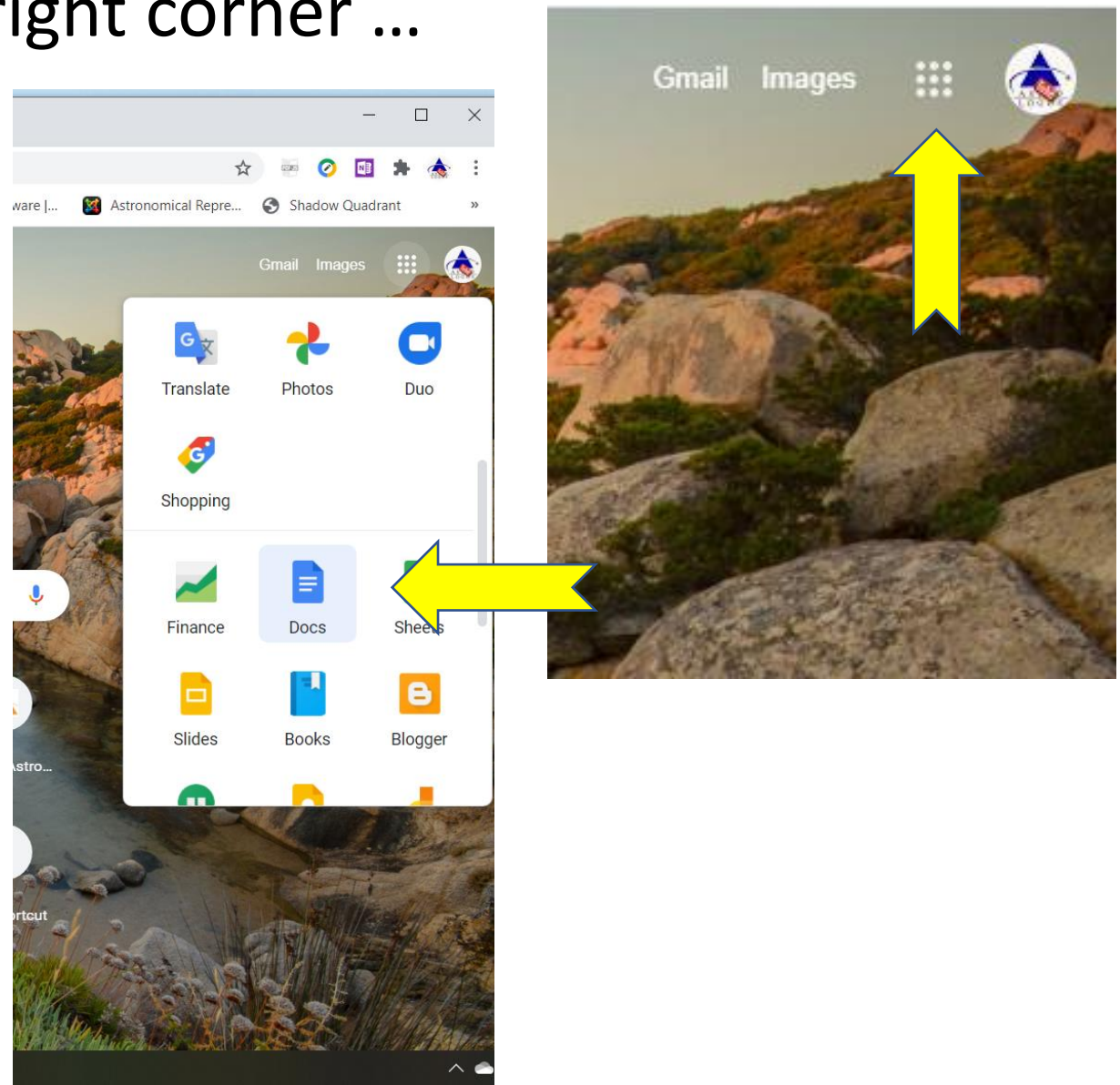
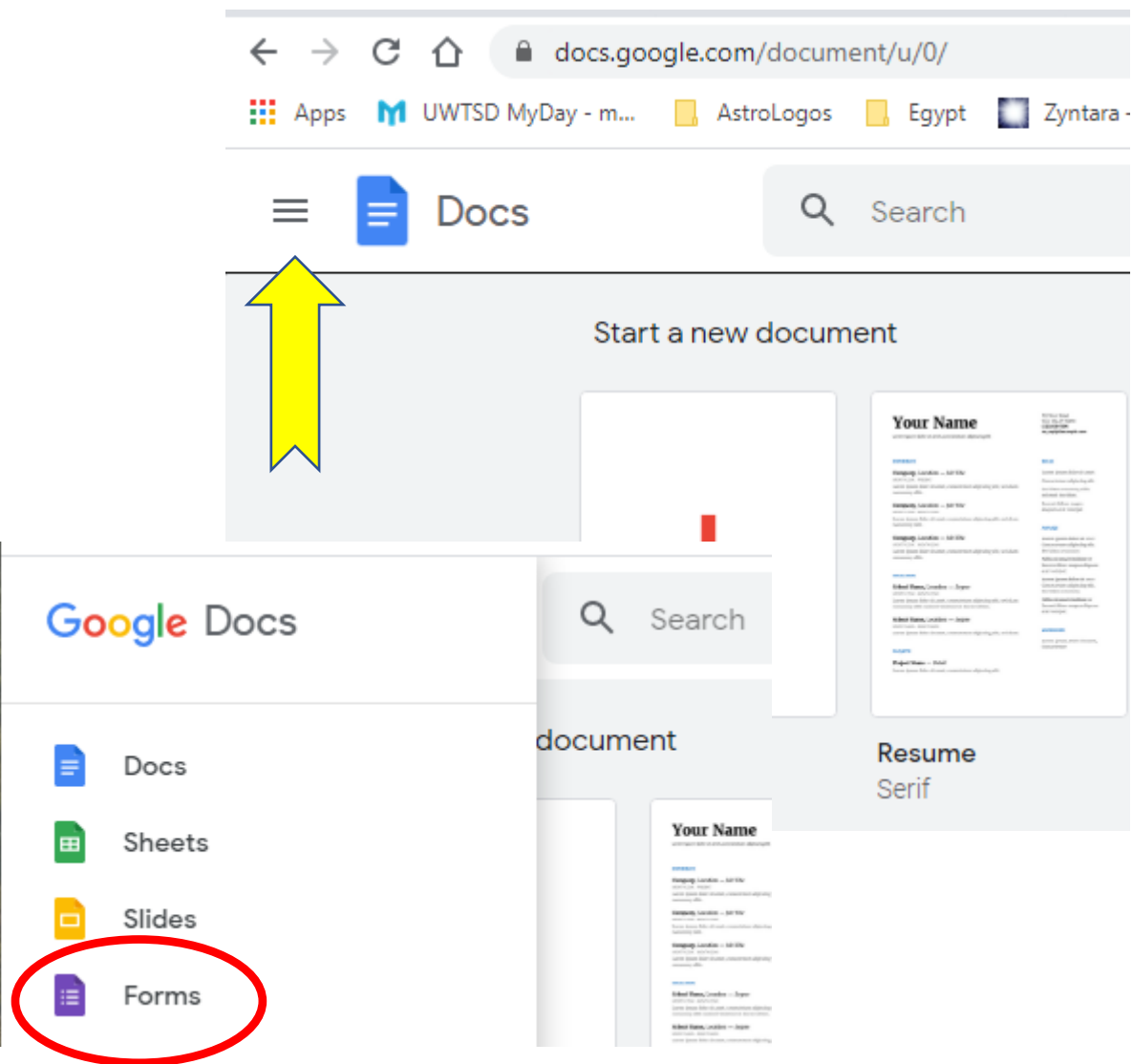


Gmail

The university prefers students to use Google Forms rather than Survey Monkey or any other commercial products.

You need to have a **Gmail account** then **Google Docs** is a free service that gives you 5 gig of space in the cloud.

Once you have a Google Gmail account when you open Google Chrome you will see nine little buttons top right corner ...

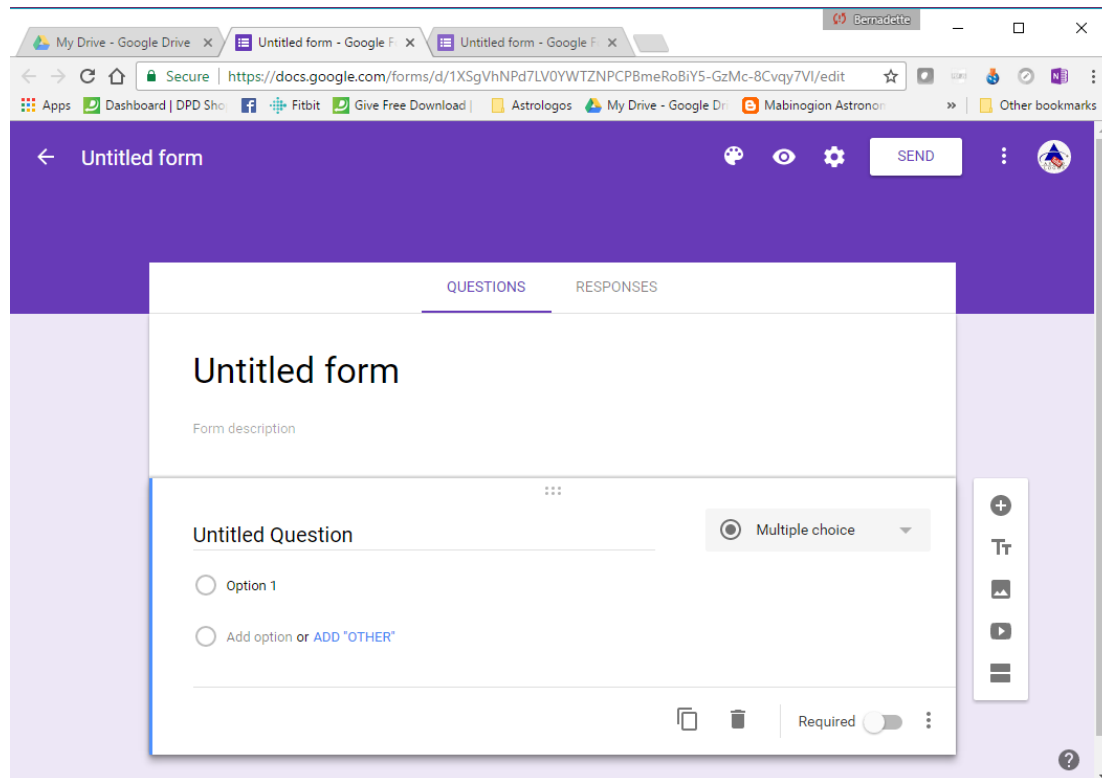
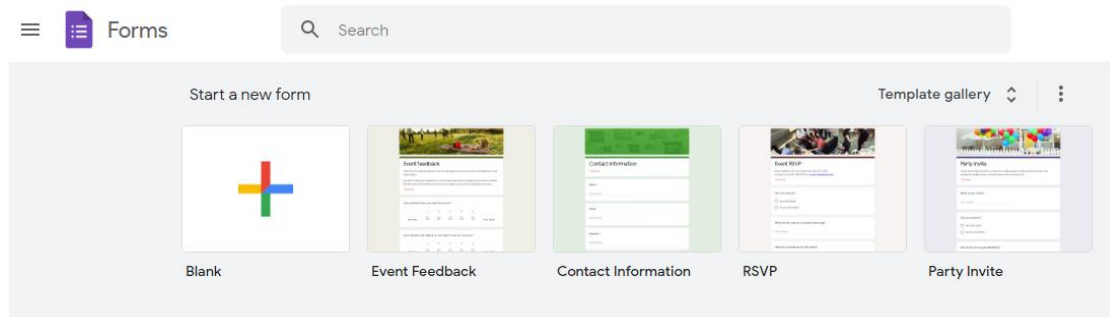


Create a new FORM –
select from the many
different types of
questions.

Question number is
unlimited.

You are then able to
email the
questionnaire to
others, they complete
it online and submit it.

The screenshot displays the Google Forms editor interface. At the top, there are browser tabs for 'My Drive - Google Drive' and two 'Untitled form - Google F...' tabs. The address bar shows a secure URL: <https://docs.google.com/forms/d/1XSgVhNPd7LV0YWTZNPCPBmeRoBiY5-GzMc-8Cvqy7VI/edit>. The top navigation bar is purple and contains a back arrow, the title 'Untitled form', and icons for themes, preview, settings, and a 'SEND' button. Below this, there are two tabs: 'QUESTIONS' (active) and 'RESPONSES'. The main content area has a title 'Untitled form' and a placeholder for 'Form description'. A question titled 'Untitled Question' is added, with a 'Multiple choice' type selected. It includes two options: 'Option 1' and 'Add option or ADD "OTHER"'. At the bottom right of the question card, there are icons for duplicate, delete, and a 'Required' toggle switch. A vertical toolbar on the right side of the editor contains icons for adding new elements: a plus sign, text, image, video, and a table.



- By using the icons (top right) you can select themes.
- By using the drop down box labelled 'Multiple choice' you can select the type of question you are going to use.
- By using the side bar (right of question choice) you can add a new question, add spacer bars, images even videos.

VIP: ETHICS

At the top of your Questionnaire you need to put:

- Who you are and where you are from – ie UWTSD You can use the TSD logo
- The nature of your research.
- A sentence about anonymity.
- The statement that by submitting the form that they agree that the information supplied can be used in your research.

The screenshot shows a Google Forms editor interface. At the top, there are browser tabs for 'My Drive - Google Drive' and two 'Untitled form - Google F...' tabs. The address bar shows the URL 'https://docs.google.com/forms/d/1XSgVhNPd7LV0YWTZNPCPBmeRoBiY5-GzMc-8Cvqy7VI/edit'. The top navigation bar is purple and contains icons for a palette, eye, gear, and a 'SEND' button. Below this, there are tabs for 'QUESTIONS' and 'RESPONSES'. The main content area is titled 'Untitled form' and has a 'Form description' section. Below this, there is a question titled 'Untitled Question' with a 'Multiple choice' dropdown menu. The question has two options: 'Option 1' and 'Add option or ADD "OTHER"'. At the bottom right, there is a 'Required' toggle switch and a menu icon.



DESIGN issues....

Your design is important to the success of getting responses.

Questionnaires – Types of Questions



The layout of the questionnaire

Clear Sections - Have clear sections which are the categories (attributes) that guide the person through the questionnaire. For example, **'About You'** which could contain gender (optional), age group, and other factual data – depending on your needs. Then other sections labelled with their theme.

Keep the respondent moving through the questionnaire without surprises. Thus use headings and do not 'Ping-Pong' the person between subjects.

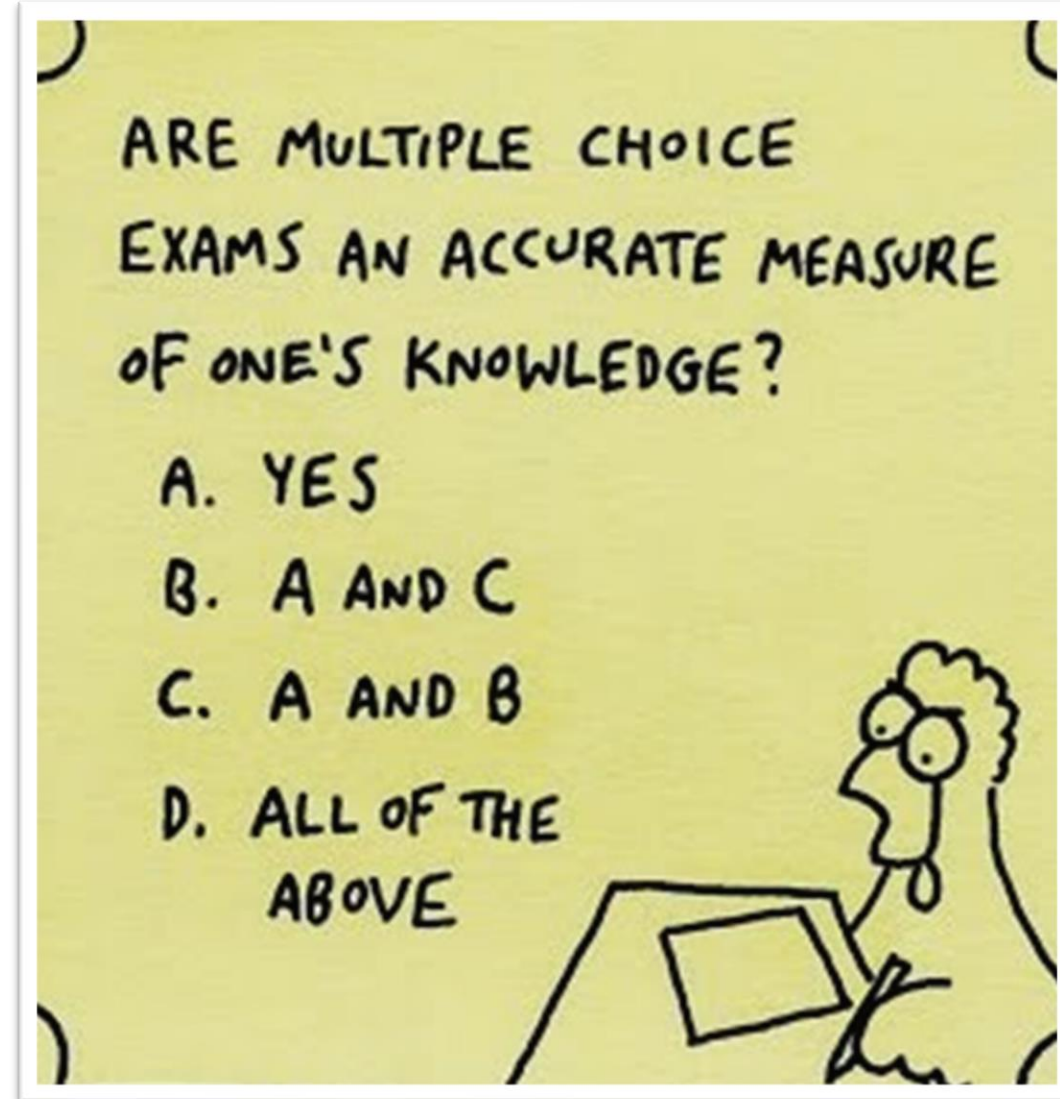
Questions format

There are different format for questions

Multiply choice – user must select from only one option

– this is the easiest for you to tabulate later.

Make sure that all your multiple choice questions have the same number of options so that you can display your results in table or graphic format or at least compare the answers to each other.



How multiple choice questions can be reported

A table in your final paper based on a set of multiply choice questions:

Question	Yes	No	Sometimes	No answer
Do you think that X?	10%	25%	50%	15%
Do you do x every day?	5%	40%	55%	5%
Do you look for x?	35%	10%	30%	25%

Remember: If your multiple choice questions **do not match in style and number of options** it makes it difficult for you to compare your results.

Multiple choice with the user able to write in their own words (open).

This is good for a **pilot study** when you are still designing your questionnaire.

But in the main questionnaire it is the most difficult to analysis as you will get **mixed types** of data as some respondents will selecting just one option while others will add text something in their own words.

Text based questions are good but tell the respondent that they will have the chance to write text later in the questionnaire.



Questionnaires

The Likert Scale

Graduate Scale - Likert Scale - a scale covering from accepting to not accepting a statement.



Usually a scale of 1 to 5 is used.

It is important to understand that the number here is simply a label, a number label. Such numbers thus need to be considered a style of qualitative data.

Likert Scale Reporting

Question	Strongly Disagree	Disagree	Maybe	Agree	Strongly agree
A view of the sky is important to me.	10% (2/20)	25% (5/20)	20% (4/20)	15% (3/20)	30% (6/20)
Being aware of the Moon's phase is important	5%	40%	20%	5%	25%
Towns should reduce street lights to allow for a better view of the night sky.	23%	10%	30%	25%	12%

This is a very useful way to collect data around a variety of beliefs – provided you keep the questions simple and allow people to write some text later in your questionnaire.

Also note that a Likert Scale works with statements not questions.

Questionnaires



Open Questions

An open question is an area where you ask a question and allow the respondent to write in their own words their answers.

This is a extremely useful tool

- a) It lets the person use their own voice.
- b) It provides you with some qualitative data.

Chapter 8 of my (Brady) PhD thesis is the chapter based on the over 900 open comments I received from my target group. I call this sort of data, 'Notes in a bottle' as it is collected by asking for general comments.

Remember



1. The introductory text at the beginning.
2. Give people an estimate of the amount of time that the questionnaire will take.
3. Provide clear sections which help the person move through the questionnaire,
4. Provide the factual questions AND the inventory questions
5. Ensure there is a balance of tick boxes verse open text questions.
6. Remember to say 'Thank You' at the end.

Emailing your questionnaire

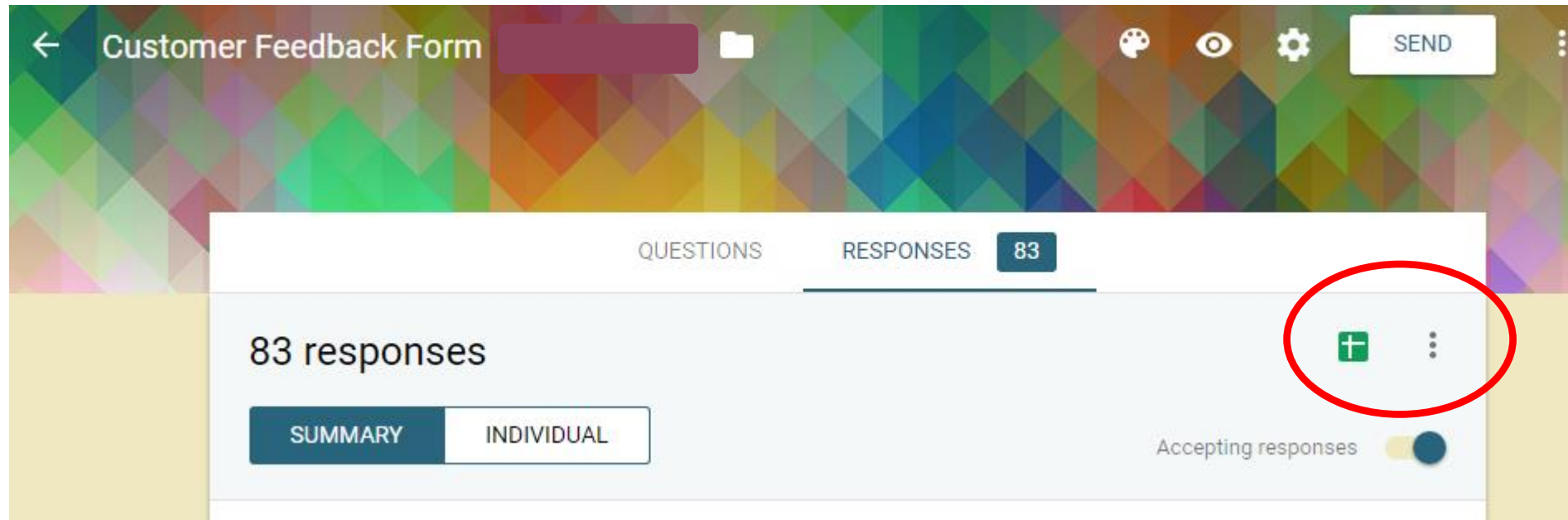
Always email JUST to yourself first to CHECK!

The Google Forms editor interface. At the top, there are tabs for 'Questions' and 'Responses'. Below them is a header for the form titled 'Untitled form' with a 'Form description' field. The main area contains a question titled 'Untitled Question' with a 'Multiple choice' type. It has two options: 'Option 1' and 'Add option or Add "Other"'. On the right side, there is a toolbar with icons for adding questions, sections, and images, as well as a 'Required' toggle switch.The 'Send form' dialog box. It has a title bar with a close button (X). Below the title, there is a checkbox for 'Collect email addresses'. The 'Send via' section shows three options: 'Email' (selected with a red underline), 'Link', and 'Embed'. To the right of these are social media icons for Facebook and Twitter. The 'Email' section has fields for 'To', 'Subject' (with the text 'Questionnaire'), and 'Message' (with the text 'I've invited you to fill in a form:'). Below the message field is a checkbox labeled 'Include form in email', which is circled in red. At the bottom, there is a link to 'Add collaborators' and two buttons: 'Cancel' and 'Send'.

Getting your results from Google Forms

Open your Google Docs

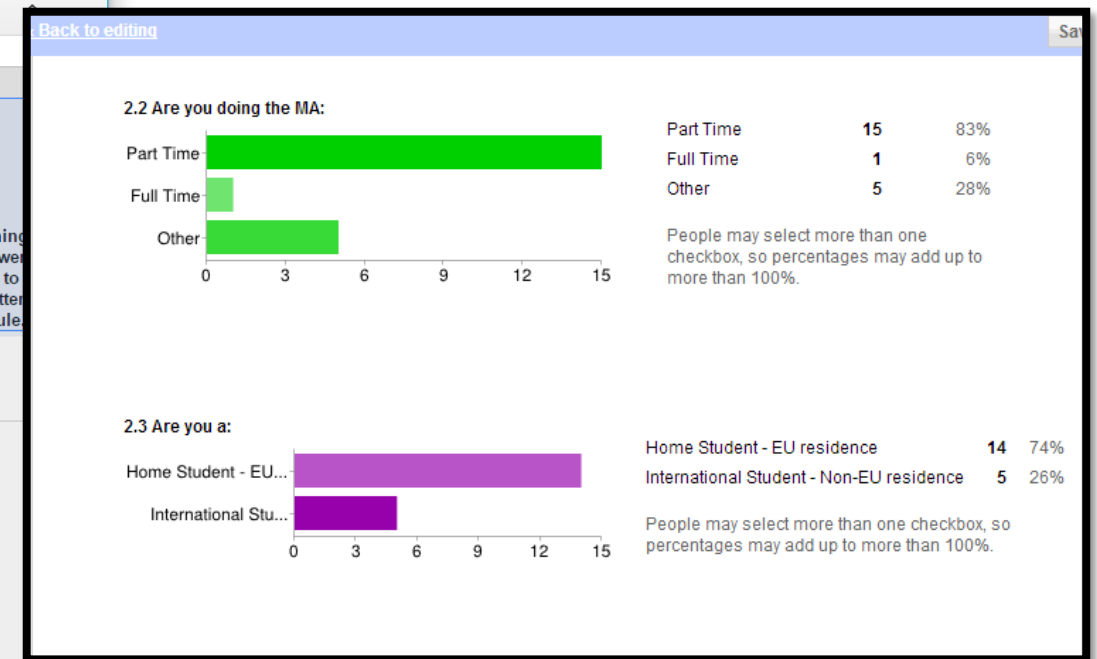
Open the Form – which you saved on your Google Docs



This opens to a spread sheet – which you can download or simple cut and paste into a Excel spreadsheet. Also Google Docs will give you a summary of your responses via graphs.

The screenshot shows a Google Sheets spreadsheet titled "MA Module Evaluation Questionnaire". The spreadsheet has columns for "Timestamp", "Programme of Study", "Module", and several evaluation questions. The first row of data shows a timestamp of "10/11/2012 20:14:30", a programme of study "MACAA", and a module "Cosmology, Magic and Divination". The evaluation questions are: "1.3 Knowledge and skills developed in the module are useful in other areas.", "1.2 The module related well to other modules.", "2.1 The aims and objectives of the module were clearly stated.", and "2.2 Teaching methods were appropriate to subject matter the module". The spreadsheet is open in a browser window with the URL "https://docs.google.com/spreadsheets/d/1fbgvDjfd1EYz4AMg9-kuaKfiG_JUdT6KINut9bd16AU/edit#". A dropdown menu is open over the "Form" tab, showing options: "Edit form", "Send form", "Go to live form", "Embed form in a web page...", "Show summary of responses", and "Unlink form".

Timestamp	Programme of Study	Module	1.3 Knowledge and skills developed in the module are useful in other areas.	1.2 The module related well to other modules.	2.1 The aims and objectives of the module were clearly stated.	2.2 Teaching methods were appropriate to subject matter the module.
10/11/2012 20:14:30	MACAA	Cosmology, Magic and Divination	4	4	4	4



Questionnaires –Working with your Text Responses

Text replies (semi-structured interviews) can be cut and pasted from the Google spread sheet into a Word document sorted by individual responses OR by questions.

For small numbers of replies I suggest you do it both ways.

Word Doc 1 of text based replies

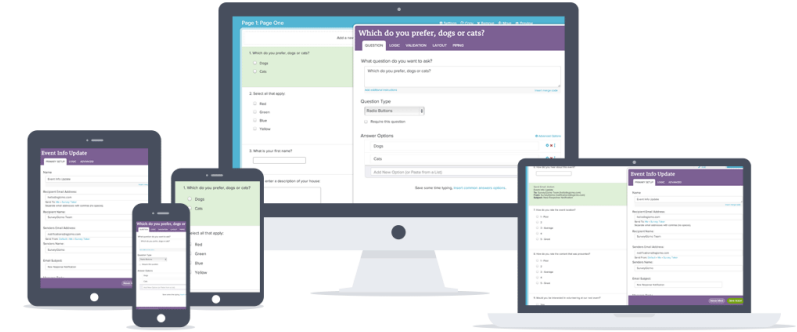
- Question Number 1
 - All replies to that question tagged with each respondent's code name or number.
- Question Number 2
 - All replies to that question
 - etc

Word Doc 2 of text based replies

- Respondent 1
 - All respondent's replies linked to each question.
- Respondent 2
 - All respondent's replies

Getting the questionnaire out into the field

- **Create a paper copy** and hand out to your target group.
 - Get them to do it while you wait
 - Ask them to return it – **very low response rate**.
- **Email to your target group**
 - Download, they do and return – **low response rate**.
 - **Do the questionnaire online – contained in the email, this gives the best response rate** - Creates a 'note in a bottle' syndrome.
- Post to a questionnaire link to a Facebook group – get permission first if you need it.
- Post to a web page – if you have a lot of traffic to the page.



Emailing to a group who do not know you and are not expecting the questionnaire will result in ALMOST NO responses – or you will receive angry replies.

Ask people first if they would like to take the questionnaire. Tell people that their opinions are important and you would like to take them into account in your research.

In conclusion - a questionnaire goes through the follow development stages:



1. Define your questionnaire's aims.
2. Identify your target group.
3. Decide how to collect the replies.
4. Design your questionnaire.
 1. Use **Google Forms** for emailed questionnaires
 2. Run a short pilot study.
5. Place the questionnaire in the field.
6. Analyse the results.