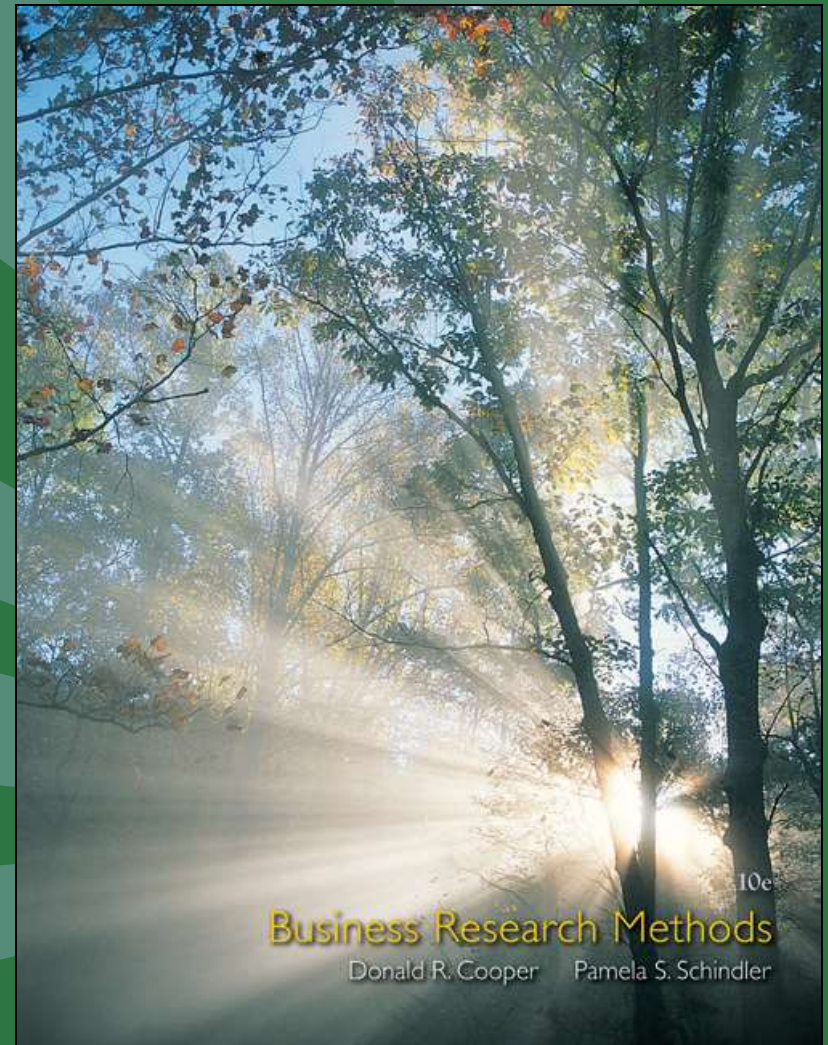


People lose their health to make money;
then lose their money to restore their health.
By thinking anxiously about the future,
they forget their present,
such that they live
neither for the present nor the future.
They live as if they will never die
and they die as if they have never lived.

Take each day as it comes,
and live each day to the fullest.

Questionnaires and Instruments



Measurement Scales

“Participants are becoming more and more aware of the value of their time. The key to maintaining a quality dialog with them is to make it really convenient for them to engage, whenever and wherever they want.”

**Tom Anderson, managing partner
Anderson Analytics**

Sources of Data

- **Primary Data**
 - Refer to information obtained first hand by the researcher on the variables of interest for the specific purpose of the study
 - Individuals, focus groups, panels of respondents, unobtrusive methods
- **Secondary Data**
 - Refer to information gathered from sources that already exist
 - Company records or archives, government publications, industry analysis

Focus Group

- Group discussion on a particular topic, concept or product
- 6-10 participants based on their expertise
- Moderator-led
- 90 minutes-2 hours
- Unstructured
- Videoconferencing



Panel

- Similar to focus groups
- Meet several times
- Viewership – use audimeter
- Types
 - Static
 - Dynamic
- The Delphi Technique
 - Forecasting method
 - Systematic panel of experts, interactive
 - Many rounds
 - Identity usually not revealed

Unobtrusive Sources

- Also called the trace measures
 - Originate from primary source that does not involve people
 - Wear and tear of journals in the library
 - Number of different brands of soft drinks in the trash bag
 - Actuarial records
 - Births, deaths, marriages
 - Company records
 - Employees personal information
 - Efficiency, effectiveness, etc

Interviews

- Useful method of data collection
 - Unstructured
 - Structured
- Face-to-face or telephone
- Computer assisted

Questionnaires

- Personally administered
- Mail questionnaires

Question Categories and Structure

Administrative

Classification

Target



Question Content

Should this question be asked?

Is the question of proper scope and coverage?

**Can the participant adequately
answer this question as asked?**

**Will the participant willingly
answer this question as asked?**

Scope and Coverage

- **Purposeful versus Interesting**
 - What is your age group? (University students)
 - 15 – 25 years
 - 26 – 35 years
 - 36 – 45 years
 - Above 45 years
- **Incomplete or Unfocused**
 - Have you ever had or been treated for a recent cold or flu?
 - The interest is about the medication taken recently
- **Double-barreled question**
 - Are this year's shoes sales and gross profits higher than last year's?
- **Precision**
 - How much of food items you purchased the last time you went shopping? Income

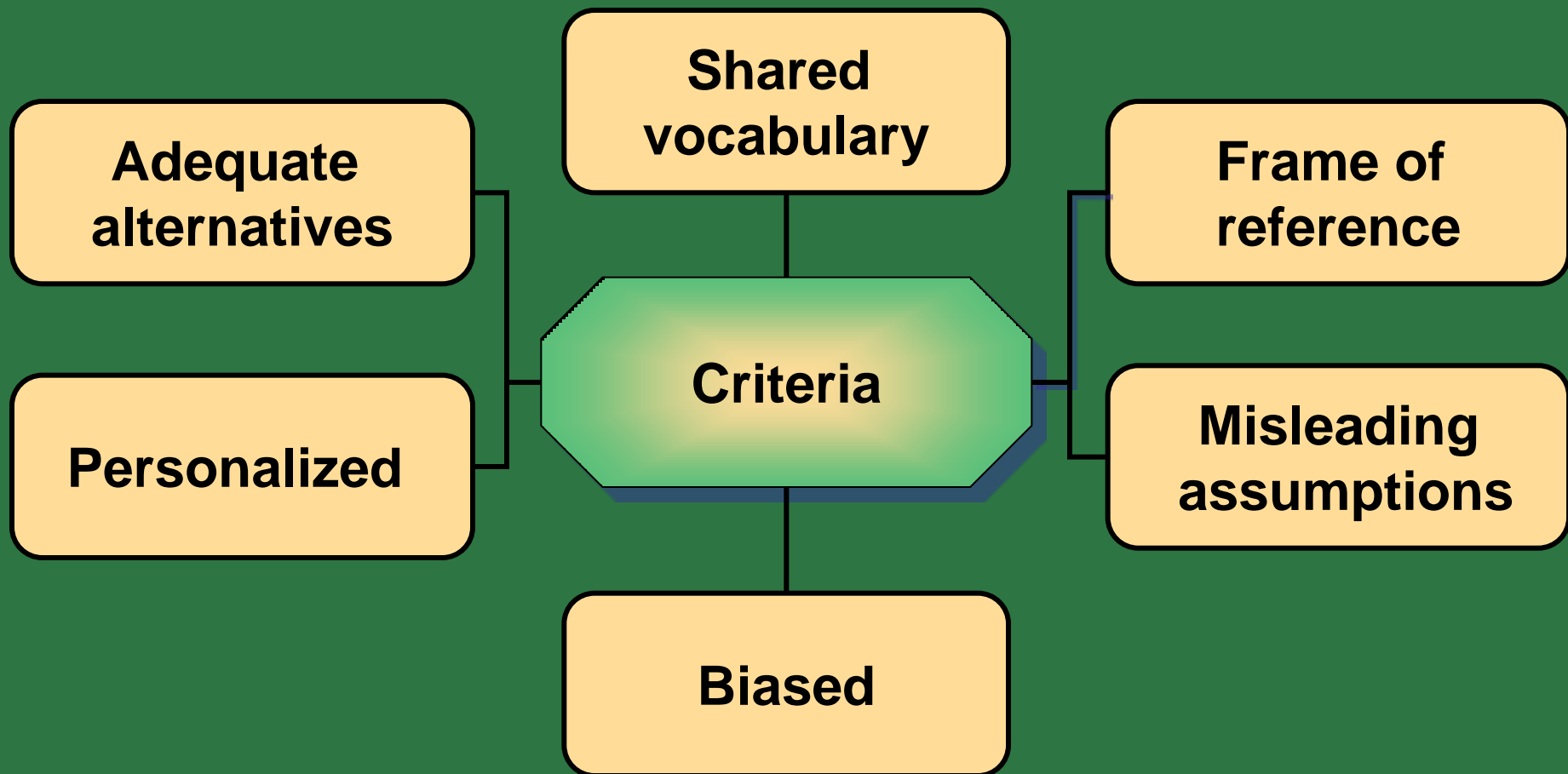
Can the participant answer adequately?

- Time for thought
 - Sampling takes care of this
- Participation at the expense of accuracy
 - Screening/Filter question
 - Are you agreeable with the “Akta Tahanan OSA”, 70% said they agree
- Presumed knowledge
 - Gross margin % (cost based or selling price based)
- Recall and memory decay
 - How much did you spend for shopping last month?
 - Sibling

Can the participant answer adequately?

- Balance (Specific vs General)
 - Average annual consumption of rice
 - Movie attendance last week
- Objectivity
 - What is your favorite brand of ice cream? _____
- Sensitive
 - Money matters
 - Family matters

Question Wording



Question Wording

- Wording
 - Any, could, would, should, fair, average, regular
- How happy are you with your life thus far?
- **Shared Vocabulary**
 - How many radios did you repair last month?
- **Social Desirability**
 - Do you think that good funeral with a low cost is sensible?
- **Frame of reference**
 - Did you do any work for pay or profit last week?

Question Wording

- **Unsupported assumption**
 - Who selects your clothes? You or the man in your life?
- **Biased wording**
 - Dato' Sri Mohd Najib says that English should be used in the university curriculum
- **Personalization vs Projection**
 - Increase military expenditure although it may mean increased taxes.
- **Adequate alternatives**
 - Gender
 - Marital Status

Sources of Questions

- Handbook of Marketing Scales
- The Gallup Poll Cumulative Index
- Measures of Personality and Social-Psychological Attitudes
- Measures of Political Attitudes
- Index to International Public Opinion
- Sourcebook of Harris National Surveys
- Marketing Scales Handbook
- American Social Attitudes Data Sourcebook

Guidelines for Question Sequencing

Interesting topics early

Classification questions later

Sensitive questions later

Simple items early

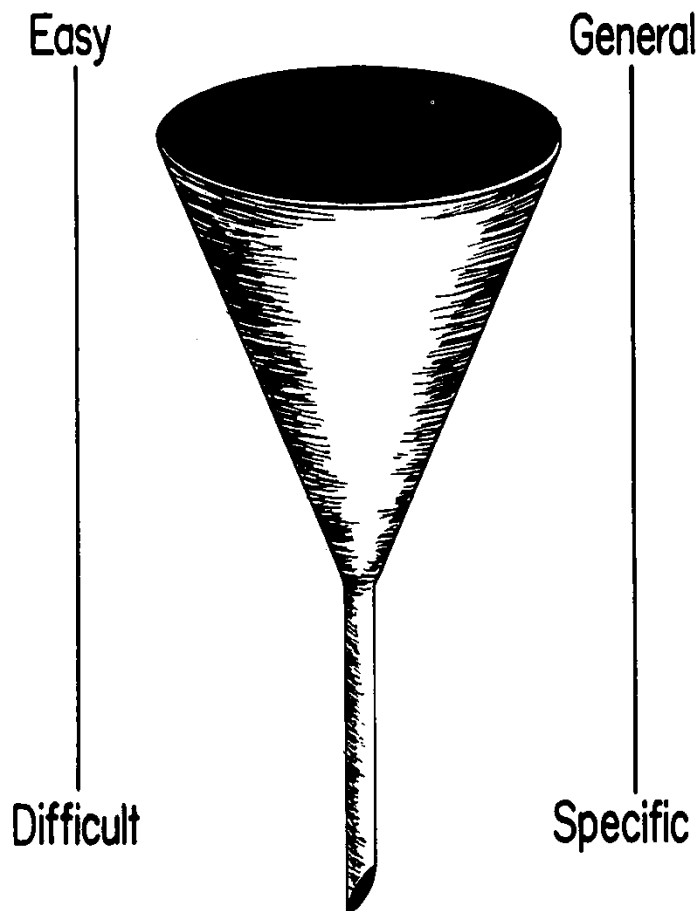
Transition between topics

Reference changes limited

Illustrating the Funnel Approach

- How do you think this country is getting along in its relations with other countries?
- How do you think we are doing in our relations with Iran?
- Do you think we ought to be dealing with Iran differently than we are now?
- (If yes) What should we be doing differently?
- Some people say we should get tougher with Iran and others think we are too tough as it is; how do you feel about it?

The Funnel Approach



Overcoming Instrument Problems

Build rapport

Redesign question process

Explore alternatives

Use other methods

Pretest

Pre-testing

- Types
 - Researcher
 - Participant
 - Collaborative
 - Non-collaborative
- Discoveries from pre-test
 - Participant interest
 - Meaning
 - Question transformation
 - Continuity and flow
 - Question sequence
 - Skip instructions
 - Variability
 - Length and Timing

Structured Observations

- Recording *pre-specified* behavioral patterns of people, objects and events in a systematic manner.
- Quantitative in nature
- Different types
 - Personal observation
(e.g., mystery shopper, pantry audit)
 - Electronic observation
(e.g., scanner data, people meter, eye tracking)

What is important in this chapter?

- Considerations in design of instruments
- Problems in development and refining instruments
- Pre-testing