



## 3.2 Standardized questionnaires and construction of a new questionnaire

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What is a  
Standardized  
questionnaire?

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# Standardized

- To make objects or activities of the same type have the same features or qualities.

# Questionnaires

- A written list of questions that are answered by a number of people so that information can be collected from the answers.

dictionary. Retrieved November 4, 2020 from

<https://www.oxfordlearnersdictionaries.com/definition/english/standardize?q=standardized>,  
<https://www.oxfordlearnersdictionaries.com/definition/english/questionnaire?q=questionnaires>

# **Why do we need standardized questionnaires?**

To collect data for research (/research question)

# Psychometric Tests

Attitude  
Test

Aptitude  
Test

Achieveme  
nt Test

Personality  
Test



# RECIPE FOR DESIGNING STANDARDIZED QUESTIONNAIRES



Define the key quantity that needs to be measured



Understand the framing of question



Emphasize the key word/phrase that needs to be measured

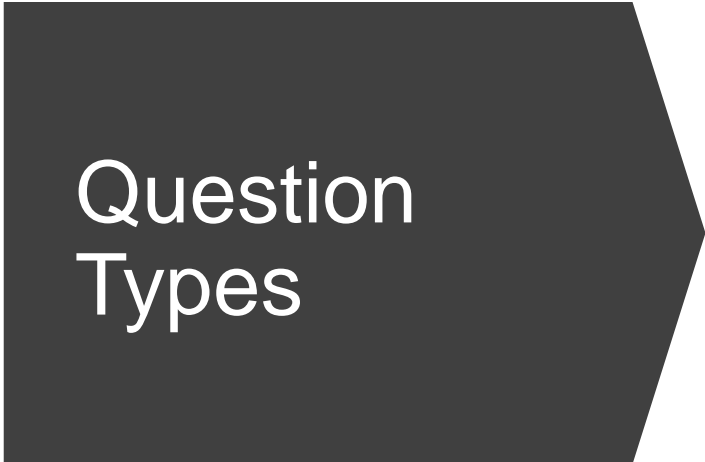
# RECIPE FOR DESIGNING STANDARDIZED QUESTIONNAIRES

Avoid double negatives

Multiple questions should be avoided

Answers should be quantifiable





## Question Types

### **Open-Ended Questions**

Cannot be answered with a “yes” or “no”

### **Closed-Ended Questions**

Can be answered with a “yes” or  
“no”





# Quality Control Measures for Surveys

# Avoid Writing Leading Questions



Questions should never be worded in a way that'll sway the reader to one side of the argument.



Bad Question: How tall was Abraham Lincoln?



Good Question: How would you describe Napoleon's height?

# Avoid Loaded Questions

Loaded questions are questions written in a way that forces the respondent into an answer that doesn't accurately reflect his or her opinion or situation.

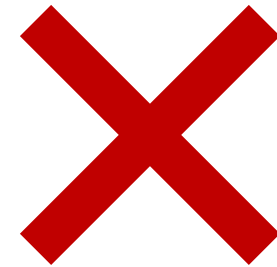
Bad Question: What is your favorite place for drinking beer?

Good Approach: First ask if the respondent drinks beer. Only after that, if the respondent drinks beer he can answer his favorite place.

# Standardized Questionnaire Examples

Please indicate  
your age.

- 15 - 20
- 20 - 25
- 25 - 30
- 30+



What if the age is 20  
years?

# Standardized Questionnaire Examples

## Student module evaluation

Your responses to this form are completely anonymous. Data will not be available to instructors until after module grades are recorded.

Instructor's full name: .....

Module's full name: .....

Semester (term, year): .....

Fill in one response for each question below.

Excellent (High) = 5, Very Good = 4, Satisfactory = 3, Fair = 2, Poor (Low) = 1

LEVEL OF EFFORT					
1. Level of effort you put into the module.	1	2	3	4	5
SKILL OF THE INSTRUCTOR					
2. Instructor's effectiveness as a lecturer and/or discussion leader	1	2	3	4	5
3. Clarity of instructor's presentations	1	2	3	4	5
4. Organisation of instructor's presentations	1	2	3	4	5
5. Instructor's ability to stimulate interest in the subject	1	2	3	4	5
6. Instructor's ability to deal with controversial issues judiciously (such as: ethnicity, race, gender)	1	2	3	4	5
RESPONSIVENESS OF THE INSTRUCTOR					
7. Instructor's availability and helpfulness to students	1	2	3	4	5
8. Instructor's respect for student ideas	1	2	3	4	5
9. Usefulness of instructor's oral and/or written feedback	1	2	3	4	5
WORKLOAD AND STRUCTURE OF THE MODULE					
10. Difficulty of material (1 = much too easy, 5 = much too difficult)	1	2	3	4	5
11. Quantity of work required (1 = much too little, 5 = much too much)	1	2	3	4	5

# Standardized Questionnaire Examples

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Clear Title and Instruction

### LEVEL OF EFFORT

1. Level of effort you put into the module.	1	2	3	4	5
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### SKILL OF THE INSTRUCTOR

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--	---	---	---	---	---

3. Clarity of instructor's presentations	1	2	3	4	5
--	---	---	---	---	---

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### RESPONSIVENESS OF THE INSTRUCTOR

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✓ Clear Grouping of Questions

# Standardized Questionnaire Examples

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Clear Unambiguous question



# Survey Example (UdS Response to Pandemic)

How satisfied are you with the online lectures through MS Teams and Zoom?

Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied

How satisfied are you with the online tutorials through MS Teams and Zoom?

Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied

How satisfied are you with the Exam organization during the Pandemic?

Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied

# Survey Example (UdS Response to Pandemic)

How satisfied are you with the variation in Mensa food during Pandemic?

- Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied

How satisfied are you with the responsiveness of the University examination office during Pandemic?

- Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied

# Results

How satisfied are you with the online lectures through MS Teams and Zoom?

Extremely Satisfied  Very Satisfied  Somewhat Satisfied  Not So Satisfied  Not At all Satisfied



80 % Extremely Satisfied



20 % Somewhat Satisfied



# Hypotheses and Key Insights

- Students are highly satisfied with the Online lectures
- Online tutorials might not be the best way for getting student satisfaction
- Students are satisfied with the Exam organization
- Satisfaction with variation in Mensa food is not so high among students
- Overall, the students are happy with the responsiveness of the University during the Pandemic

\*Results not generalizable as no.of survey respondents is low

# Conclusion



STANDARDIZED  
QUESTIONNAIRES  
CAN BE AN  
EFFECTIVE WAY TO  
RELIABLY OBTAIN  
PARTICIPANT  
FEEDBACK



DESIGN OF THE  
QUESTIONNAIR  
E CAN IMPACT  
THE RESULTS



FOLLOW THE  
BEST  
PRACTICES FOR  
CREATING A  
GOOD  
QUESTIONNAIR  
E



CHOOSE AN  
APPROPRIATE TEST  
(APTITUDE/ATTITUDE/PE  
RSONALITY) ETC.  
BASED ON THE  
DESIRED REQUIREMENT



## 3.2 Standardized questionnaires and construction of a new questionnaire