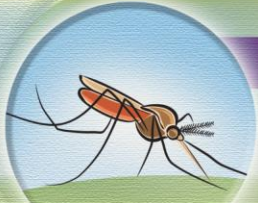




Part 5:

# DESIGNING SURVEY QUESTIONNAIRES FOR FORMATIVE RESEARCH



## With survey questions the burden is on the respondent to:

- Interpret the question (draw on context of question to interpret its meaning)
- Generate an opinion or a representation of the relevant behavior
- Format their response (to fit response alternatives)
- Edit their answer (present self in positive light)



# Types of survey questions

- **Open-ended questions**
  - How will you process the data?
  - Subjectivity vs. reliability—not the same issue
- **Closed-ended questions**
  - Yes/no
  - Categories/frequencies
  - Likert-type scales



## Open-ended questions

- “Do you have any comments about the service you received?”
- “What was the best thing about our service?”
- “Do you have any other comments?”



## Open-ended vs. closed-ended

**Often a question can be asked both ways . . .**

How many nights do you typically sleep under a net per month?  
(Please check one)

Every night



Most nights

About half the time

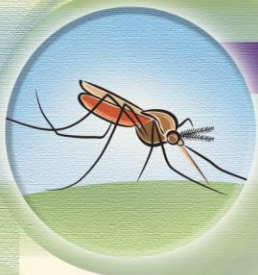
Very few nights

Never

How many nights do you typically sleep under a net per month?

(Please write your response)

26



# Likert scales

How confident do you feel that you can sleep under a bed net every night?

Not at all confident	1	2	3	4	5	6	7	Extremely confident
----------------------	---	---	---	---	---	---	---	---------------------

Numbered points

Semantic anchors



# Consistency

**Choose a format and stick to it.**

How was the service you received at the clinic?

Poor	1	2	3	4	5	Good
------	---	---	---	---	---	------

How were you treated by the clinician?

Poor	1	2	3	4	5	6	7	Good
------	---	---	---	---	---	---	---	------



# Pretest

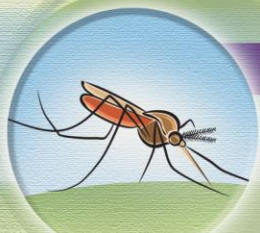
**PRETEST,**

**PRETEST,**

**PRETEST!**

**. . . see Module 3**





## In summary...

- Well-done formative research can help focus an intervention and ensure greater likelihood that it will have an impact on changing behavior.
- The research and program teams together along with stakeholders can use the research to make decisions about the appeal, messages, channels, and audiences.
- Effective SBCC materials are not developed quickly or easily! Success requires strong formative research and a participatory strategy process.



## Additional resources

- Hesse-Biber, S. N., & Leavy, P. (2004). *Approaches to Qualitative Research: A Reader on Theory and Practice*. New York: Oxford University Press.
- Warren, C. A. B., & Karner, T. X. (2010). *Discovering Qualitative Methods: Field Research, Interviews, and Analysis* (2<sup>nd</sup> Ed.). New York: Oxford University Press.
- Atlas.ti Qualitative Analysis Software:  
<http://www.atlasti.com/index.html>
- Myers, J. L., & Well, A. D. (2003). *Research Design and Statistical Analysis* (2<sup>nd</sup> Ed.). Mahwah, New Jersey: Lawrence Erlbaum Associates.