QUESTIONNAIRE DESIGN AND DATA COLLECTION TECHNIQUES
IN-DEPTH TRAINING WORKSHOP

Course Description:

This hands-on training course is ideal for individuals charged with the task of creating an effective survey instrument for gathering respondent data, including customer satisfaction data. In this 3-day training seminar participants will learn:

- How to avoid the common pitfalls in writing questionnaires for in-person, phone, web and mobile surveys.
- How to plan and flowchart a questionnaire to guide the overall logic and enhance the survey taking experience.
- How to phrase questions; when to use open-ended and closed-ended questions and how to choose the most appropriate rating, ranking, multiple choice, check-list or other approaches.
- How to phrase difficult questions dealing with memory, knowledge and sensitive subjects and how to measure the importance of product attributes.
- How to administer questionnaires to substantially improve response rates and improve the quality of your results by incorporating some of the industry's best practices and learnings based on R&D examples and case studies.
- How to bring all the learning together in a team-based workshop designing an online questionnaire.

Course Objectives:

1. Learn how to manage and prepare data using JASP and JAMOVI.

2. Learn how to run the statistical test using JASP and JAMOVI. Further, understand the practical application and assumptions of each statistical test.

3. Learn how to report and write the narrative on each statistical tests result.

4. Identify the right statistical test depending on the characteristics of the variables.

Course Outline

Questionnaire Construction

- *The role of questionnaires in research*
- *A workshop on survey writing*
- *Common problems in questionnaire construction and administration*
- *Basic principles of questionnaire design*
- *Understanding your role in the pro*
- *Questionnaire construction framework*
- *Determining data needs*

Selecting and Recruiting Survey Respondents

- *Decisions in selecting a sample*
- *Online panels*
- *Achieving a balanced panel*
- *Professional panelists*
- *Non-response error*
- *A comparison of panel quality*
- *Inviting sample participants*
- *Using incentives*
- *Methods of Survey Administration*

Data collection methods

- *Multimode data collection*
- *Mobile data colection and micro surveys*
- *Chunking surveys*
- *Intentional quantitative mobile*
- *Mobile research case studies*
- *Intentional vs. unintentional mobile research*
- *Organizing a Survey*

Questionnaire construction framework

- *Flowcharting a survey*
- *Determining question order*
- *Writing screener questions*
- *Writing survey instructions*
- *Workshop on survey instructions*
- *Checking the questionnaire*
- *Pretesting the questionnaire*
- *Content of Marketing Research Survey Questions*

History questions: What can consumers remember?

- *Asking knowledge questions*
- *Asking sensitive questions*
- *Measuring perceptions and attitudes*
- *Asking about future intentions*
- *Asking importance: direct and indirect methods*
- *Types of Questions*

Online research best practices do's and don'ts

- *Deciding on the best type of questions to use*

- *Open-ended vs.closed ended questions*
- *Online questions types*
- *Issues when writing dichotomous questions*
- *Issues when writing multiple choice questions*
- *Prohibiting backward navigation on surveys*

Issues With Wording Questions

- *Checklist for quality questions*
- *Mini workshop on improving question wording*
- *Checklist for choosing words*
- *Checklist for phrasing questions*
- *Asking demographic questions*
- *A review of participants' surveys*
- *Workshops on Writing Surveys*

A workshop on improving clarity and usefulness of survey questions

- *A workshop on cleaning up a flawed survey*
- *A workshop on rewriting and pretesting a flawed question*
- *Nature of Data*

Understanding different levels of measurement
- *Key considerations in scale selection*
- *Types of scales*
- *Single-item vs. multiple-item scales*
- *Psychographics*
- *Key decisions in using rating scales*
- *Checklists for choosing the right scales*
- *What is binary imputation?*
- *Changing rating scales*
- *Advanced Survey Design*

How much attention do respondents pay to survey questions?

- *A comparison of data quality from 21 different panel providers*
- *Does the type of question used impact the attention paid to surveys?*
- *Can survey takers be influenced to pay more attention?*
- *Do obvious trap questions improve data quality?*
- *Online survey length effects*
- *How to keep people engaged in long surveys*
- *Gamification of research*
- *Prediction markets in marketing research*
- *Workshop: Creating a Questionnaire*

PROGRAM OF ACTIVITIES: QUESTIONAIRE DESIGN AND DATA COLLECTION TECHNIQUES IN-DEPTH TRAINING WORKSHOP

Opening of the workshop (Doxology, National Anthem and opening remarks)	8:45AM to 9:00AM
• **Questionnaire Construction**	9:01AM to 10:30AM
Recess/Break	10:31AM to 10:45AM
• **Selecting and Recruiting Survey Respondents** • **Data collection methods**	10:46AM to 11:59AM
Lunch Break	12:00PM to 1:00PM
• **Questionnaire construction framework** • **History questions: What can consumers remember?** • **Online research best practices do's and don'ts**	1:01PM to 2:30PM
• **Issues With Wording Questions** • **A workshop on improving clarity and usefulness of survey questions** • **Understanding different levels of measurement** • **How much attention do respondents pay to survey questions?**	2:31PM to 4:00PM
Dismiss	