Questionnaire Design:

Questionnaire design is critical to obtaining high quality data.

Points to consider in designing a questionnaire:
1. Involve target audience in questionnaire development.
2. Ensure that questions are relevant, direct, clear, specific, relate to each other and flow well.
3. Consider having a free text box at the end of sections or questionnaire to enable respondents to elaborate.
4. Place easier to ask questions earlier and sensitive questions later.
5. Address issues of validity and reliability.
6. Make format appealing and easy to read.
7. Provide clear introduction to questionnaire.
8. Pilot test the survey.

Examples of question formats:

- **Tick box:** Respondents may check a box indicating knowledge as extensive, adequate, or poor.
- **Rating scale:** Respondents numerically rate each topic on a scale of 1 to 5 (low to high) for perceived current level of knowledge and their desired level of knowledge.
- **Mark all that apply:** Respondents are asked to tick all preferred formats from a list of educational formats.
- **Numerical ranking:** Rank list of factors influencing respondents’ choice of CME programs from strongest to weakest.
- **Open ended questions:** List highest priority areas for education.

Examples of questionnaire-based needs assessment studies:

References

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