

RIKON
DIFFERENTTHINKSBETTER

Questionnaires



Questionnaires

A questionnaire is a research mechanism that consists of written questions, used to gather information from respondents. Using this approach requires decisions regarding how the questionnaire will be administered, its objectives and the target audience, and its design.

Using 'Questionnaires'

Step 1: Decide on the mode of the survey. Many channels are available through which a questionnaire can be conducted. These include through use of email or the internet, in person, or over the phone. Each option has both advantages and disadvantages and the option most conducive to the organisation's objectives is selected.

Step 2: Design the questionnaire. The questions to be asked, response types, and sequence are determined.

Step 3: Test the questionnaire. Prior to its launch the questionnaire is tested with colleagues or with a small sample of intended respondents. These allow for the wording of questions to be refined and confirmation to be obtained that all items are clear to respondents.

Step 4: Administer the questionnaire. The questionnaire is administered only to a predetermined list of respondents to whom it is deemed appropriate. Results are then analysed and information obtained is used to inform decision making.

Instructions for Use

1. Decide on the channel that is used to administer the questionnaire.

- Email
- Online
- In person
- Telephone
- Other - Click or tap here to enter text.

2. Design the questionnaire. Determine the questions that are to be asked, their sequence, and response types.

3. Test the questionnaire with colleagues or a small group of intended respondents. Refine the wording, if necessary, and confirm that all questions are clear to respondents.

4. Administer the questionnaire to a predetermined list of appropriate respondents. Analyse the data obtained to inform decision making.



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