Video 3 of 6: Flow of Sections and Questions
Putting questions into a questionnaire

• Introduction
• Screening module
• Main questionnaire
  – Number your questions
  – Questions are grouped into ‘question modules’
  – Question modules should be arranged by topic in a logical way and ordered by least to most sensitive
  – Build in and check skip instructions
• Demographic questions
  – Usually put at the end
  • Because they may be considered sensitive (age, education, income, etc.)
Introduction

• You don’t start your survey with “Q1. Have you ever used cocaine in your life?”
  – Don’t forget to introduce your survey

• What is included in Introduction
  – WHO: Identify research organization, Identify investigators/Sponsors
  – WHAT and/or WHY: Give general statement of purpose
  – HOW LONG: Give an estimate of length
  – Insure that answers will be confidential
  – Tell respondent that participation is voluntary
  – Give names of local and national IRB representative
Questions Order

- Early questions should...
  - ...be easy and pleasant to answer
  - ...build rapport between respondent and interviewer
  - ...explicitly address topic of survey, as it was described to respondent prior to interview

- Questions on same topic should be grouped together
- Questions on same topic should proceed from general to specific  
  - funnel approach
- Filter questions help avoid asking respondent questions that do not apply to them
At the beginning (check in with CATI programmer)

- ID numbers
- Date
- Begin time (and end)
- Text

At the beginning cont’d

- Intro how to answer
- How to navigate
- Voluntary
- First question

Examples of introduction text

• PSID (interviewer-administered, panel)

“We sometimes record interviews to help us maintain quality. Your interview may be recorded for quality control purposes. Do you agree for this interview to be recorded? “

“Before I begin, I want you to know that this interview is completely voluntary and confidential.

In addition, if we come to any question which you don’t want to answer, just let me know and we will go on to the next question.

The answers that you give will be kept confidential to the maximum extent allowable under federal and state law.”
Throughout

• Well designed question

• Definitions

Throughout

- Clear Instructions
- Labels
- Numbering

• Demographic questions

• Thank you

• End time

• Interviewer observations

Basics, Background, Demographic Questions

Collect validation data
  – Individual vs. aggregate validation

Demographic questions
  – Wording and content needs to fit weighting purposes

Table 2.1 Baseline Survey Variables Typically Used for Reweighting Procedures

<table>
<thead>
<tr>
<th>Variable</th>
<th>Survey response characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Response rates tend to be higher among women than men</td>
</tr>
<tr>
<td>Age</td>
<td>Response rates tend to be lowest among the youngest and oldest in the sample</td>
</tr>
<tr>
<td>Language-speaking ability</td>
<td>Nonresponse is higher if the interview is carried out in a language that is not the mother tongue</td>
</tr>
<tr>
<td>Marital status</td>
<td>In cross-sectional surveys, single people exhibit a larger likelihood of nonresponse than married people; this may derive from the lower contact probabilities in face-to-face surveys</td>
</tr>
<tr>
<td>Household size and composition</td>
<td>Smaller households have lower contact probabilities in face-to-face interviews, and the evidence on refusal rates is mixed; people with children may be more likely to be home and more available for a face-to-face or phone interview</td>
</tr>
<tr>
<td>Education</td>
<td>Educational attainment is usually positively associated with survey response</td>
</tr>
<tr>
<td>Home ownership</td>
<td>Response rates are positively affected by this variable probably because it improves contact rates; the impact on mobile phone surveys is less clear</td>
</tr>
<tr>
<td>Income, wealth</td>
<td>Response rates are lowest in both tails of the distribution</td>
</tr>
<tr>
<td>Labor force status</td>
<td>The evidence on this variable is mixed, but, in some countries, labor force status has been found to be correlated with response</td>
</tr>
<tr>
<td>Location</td>
<td>Many surveys distinguish by region or by rural and urban location</td>
</tr>
<tr>
<td>Incentive</td>
<td>The value of the incentive appears to have limited impact on the response rate, though some incentives do show an impact</td>
</tr>
<tr>
<td>Phone network</td>
<td>Different phone networks vary in degree of reliability</td>
</tr>
<tr>
<td>Signal strength</td>
<td>The number of bars of signal strength during the baseline interview is correlated with response rates</td>
</tr>
</tbody>
</table>

Source: Adapted from Watson and Wooden 2009.
END OF VIDEO 3