

Video 3 of 6: Flow of Sections and Questions

Questionnaire Design



THE WORLD BANK

MANNHEIM
BUSINESS SCHOOL

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

COVER: HOUSEHOLD IDENTIFICATION

	Name	Code
1. Administrative Level 1	_____	<input type="text"/> <input type="text"/>
2. Administrative Level 2	_____	<input type="text"/> <input type="text"/>
3. SECTOR (Urban=1, Rural=2)		<input type="text"/>
4. HHID		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

1. Interview Information Panel

INTERVIEWER: RECORD A NEW ATTEMPT EVERY TIME YOU CALL A NUMBER (EVEN IF YOU ARE CALLING THE SAME NUMBER MULTIPLE TIMES).

	1	2	3	4	5
C A L L A T T E M P T	INTERVIEWER: SELECT THE PHONE NUMBER DIALED	TIME OF CALL ATTEMPT	INTERVIEWER: DID ANYONE ANSWER THE PHONE? YES.....1 NO, NOBODY ANSWERED.....2 >> NEXT ATTEMPT NO, NUMBER DOES NOT EXIST..3 >> NEXT ATTEMPT NO, PHONE SWITCHED OFF.....4 >> NEXT ATTEMPT	INTERVIEWER READ TO THE RESPONDENT: Greetings! My name is_____. I am working for the National Bureau of Statistics (NBS). We are currently doing a nationwide survey to examine the impact of and responses to the coronavirus in the country. I am trying to reach [NAME OF PHONE OWNER] or any other adult living with [HEAD NAME]? Who am I speaking to please?	INTERVIEWER: ARE YOU SPEAKING TO A HOUSEHOLD MEMBER? YES.....1 >> Q7 NO.....2 CANNOT UNDERSTAND THEIR LANGUAGE...3 >> NEXT ATTEMPT

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At the beginning cont'd

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

7	8	9
<p>INTERVIEWER READ TO THE RESPONDENT: This interview will take around 25 minutes. Any information you share with us will be kept strictly confidential and only be used for statistical purposes. If at any point there are any questions you do not feel comfortable answering, you can choose not to answer them. You can also choose to stop the interview at any point.</p> <p>This call will not cost you any airtime. To thank you for your participation, we will also transfer airtime to your phone. Are you willing to participate?</p>	<p>INTERVIEWER: DOES THE RESPONDENT AGREE TO BE INTERVIEWED?</p> <p>YES.....1 NO, NOT NOW...2 >> Q10 NO, REFUSED...3 >> INTERVIEW RESULT</p>	<p>INTERVIEWER: RECORD THE NAME OF THE RESPONDENT</p> <p>IF THE PERSON IS A NEW MEMBER, ADD TO THE ROSTER FIRST</p> <p>>> NEXT SECTION</p>

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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

Section 9. Concerns

1	2
<p>How do you feel about the possibility that you or someone in your immediate family might become seriously ill from COVID-19 (coronavirus disease)?</p> <p>READ OUT ANSWER OPTIONS</p> <p>Very worried1 Somewhat worried2 Not too worried3 Not worried at all ..4</p>	<p>How much of a threat would you say the coronavirus outbreak is to your household's finances?</p> <p>READ OUT ANSWER OPTIONS</p> <p>A substantial threat1 A moderate threat2 Not much of a threat3 Not a threat at all4</p>

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Throughout

- Clear Instructions
- Labels
- Numbering

Baseline Only	Baseline Only
4	5
<p>Have you received any information on social distancing and self isolation as a preventive measure against the coronavirus?</p> <p>YES . 1 NO . . 2 >>Q6</p>	<p>From whom did you receive information about self-isolation and social distancing?</p> <p>PLEASE DO NOT READ. SELCT ALL THAT APPLY</p> <p>POSTER / BILLBOARD / FLYER ... 1 RADIO 2 TELEVISION 3 SMS 4 PHONE 5 NEWSPAPER 6 FACEBOOK/TWITTER/SOCIAL MEDIA. 7 HEALTH CARE WORKER 8 NGO WORKER 9 OTHER OUTREACH 10 LOCAL AUTHORITY 11 NEIGHBORS / FAMILY 12 TRADITIONAL HEALER/PASTOR/ FAITH BASED HEALER 13</p>

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End

- Demographic questions
- Thank you
- End time
- Interviewer observations

9	10	11
INTERVIEWER: PLEASE SELECT THE ID OF THE RESPONDENT	INTERVIEWER: IN WHICH LANGUAGE DID YOU MAINLY CONDUCT THE INTERVIEW? ENGLISH.....1 LANGUAGE 12 LANGUAGE 23 LANGUAGE 34 OTHER SPECIFY..96	INTERVIEWER: PLEASE CONFIRM THE NUMBER YOU REACHED THE RESPONDENT ON

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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

<i>Variable</i>	<i>Survey response characteristics</i>
Gender	Response rates tend to be higher among women than men
Age	Response rates tend to be lowest among the youngest and oldest in the sample
Language-speaking ability	Nonresponse is higher if the interview is carried out in a language that is not the mother tongue
Marital status	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
Household size and composition	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
Education	Educational attainment is usually positively associated with survey response
Home ownership	Response rates are positively affected by this variable probably because it improves contact rates; the impact on mobile phone surveys is less clear
Income, wealth	Response rates are lowest in both tails of the distribution
Labor force status	The evidence on this variable is mixed, but, in some countries, labor force status has been found to be correlated with response
Location	Many surveys distinguish by region or by rural and urban location
Incentive	The value of the incentive appears to have limited impact on the response rate, though some incentives do show an impact
Phone network	Different phone networks vary in degree of reliability
Signal strength	The number of bars of signal strength during the baseline interview is correlated with response rates

Source: Adapted from Watson and Wooden 2009.

END OF VIDEO 3