

Use of questionnaires in pedagogic research

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Planning

- Be very precise about your research question
- Think about analysis – speak to a statistician for help with question design
- Consider necessary demographic data
- Will you need ethics committee approval – yes for anything relating to students
- How will you distribute and collect questionnaires?
- Have a realistic timescale for data collection and analysis

Tips

- Keep it short – 1-2 sides A4
- Mainly closed questions
 - yes/no, Likert scales, tick box etc
 - open questions can throw up interesting data but are much harder to analyse
- Include negative questions and repeat questions to ensure respondents are awake! and to confirm responses
- Rigorously exclude off-the-point questions

Analysis

- Excel or SPSS can do a lot of data crunching but you have to enter the data in the first place – consider online data collection. NVIVO is good for aiding with analysis of free text but only once the forms are on the computer!
- Don't squeeze out more than the data warrants
- Identify one or two points for follow up, and consider alternative investigative techniques for triangulation purposes