

Structure and design of a questionnaire study

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Agenda

Time	Contents	Pages	Teacher
9.00– 10.00	Introduction to questionnaires - conceptualisation	7-13, 33-35	AØH
10.00 – 11.00	Exercise: Conceptualisation		AØH
11.00 – 12.30	Concepts in questionnaire technique <ul style="list-style-type: none">• Observed vs. latent variables• Conceptual frameworks• Reflective and formative models• Scales vs. indexes COSMIN taxonomy and requirements to questionnaire validation	13-17, 35-37 Vodcast Articles on www*	AØH
12.30 – 13.00	<i>Lunch</i>		
13.00 – 13.45	How to measure the construct – operationalisation <ul style="list-style-type: none">• Preparing items and answer categories	35-37 41-50	AØH
13.45 – 14.30	Exercise: Preparing items and answer categories		AØH
14.30 – 15.00	Structure and design of a questionnaire study Q & A about own study		AØH

* www = see www.clinimetrics.sdu.dk

How to carry out a questionnaire study

- Practical considerations

Design

- Is a questionnaire study the best way to answer the research question?
- What I want to measure can be elucidated by data from a questionnaire (relevant scales)?

Questionnaire

- Is there a core set?
- Is the questionnaire valid, reliable and responsive?
- Do you need a license to use the questionnaire?
 - If yes, who "owns" the rights?

Target group

- Is the target group able to answer a questionnaire?
- Is it possible to gain access to the target group? How can you reach them?
- How can you motivate them to participate? Should respondents get paid?

How to carry out a questionnaire study

- Practical considerations continued

Distribution of questionnaires

- When should respondents be asked?
- Order of questionnaires
- How should respondents be asked?
 - Telephone interview?
 - Paper vs. electronic
 - Web-based questionnaire? (Red Cap, Survey Exact)

Handling data

- Data registration
 - Sequential numbers?
- How are you going to handle the paper questionnaires when they get back
 - Scan, enter manually (validity)
- How do you handle missings
- Define the scale of the data for statistics
 - Ordinal, interval...

How to carry out a questionnaire study

- Practical considerations continued

Informed consent

- Patients have to give informed consent
- Is data collection part of a clinical study?
 - Notify *National Videnskabsetisk Komité* (www.nvk.dk)
- *Accept from participants if you need to contact informants again later*
 - *Missing data*
 - *Extra follow-up*

Things to keep in mind

Don't change an existing questionnaire

- Don't change wording and/or response categories
- Don't change the order of items
- Don't change the layout

Experiences to increase response rate - what do you do?



Response rate

Reasons for Increased Response Rate

- ✓ **Experience of personal benefits:** Highlight how participation can benefit.
- ✓ **Make it personal:** Personalize the invitation or communication to the respondent.
- ✓ **Show gratitude:** Express sincere thanks for their time and contribution.
- ✓ **Commitment to the study:** Emphasize the importance of the respondent's involvement in the study's success.
- ✓ **Clear communication:** Clearly explain the study's aim and how much time it will take.
- ✓ **Make it easy to attend:** Simplify the process of participation.

Reasons for Increased Nonresponse Rate

- ✓ Laziness
- ✓ Forgetfulness
- ✓ Patients who feel healthy are less inclined to answer
- ✓ Obligatory answering / long questionnaire
- ✓ Response categories that don't fit

Questions?

