

Title	Good Questions, Better Survey Data: An Introduction to Effective Questionnaire Design
Date(s) and Time	19.05.2025 09:30 – 15:30
Online or on campus?	Online
Zoom-Link	-
Total workload	6 h
Trainer	Susanne de Vogel
Language	Englisch
Number of max. participants	<=20
Type of workshops (e.g. hands-on, lecture-style, both)	Lecture-style, interactive
Requirements for the room? (e.g. beamer, sockets, specific amounts of tables / chairs, etc.)	-
Do you need any specific items for the workshop? (e.g. pens, notebooks, snacks, moderation suitcase, etc.)	Mentimeter, Conceptboard

WHY IS THE TOPIC IMPORTANT?

Surveys are conducted in all disciplines, not just in social science research. In environmental sciences, for example, surveys explore public attitudes towards environmental issues. In medicine and public health, they assess patient satisfaction with healthcare services and public awareness of health issues. In economics, surveys understand consumer preferences and job satisfaction. In engineering and computer science, surveys gather feedback on product usability and functionality, as well as stakeholder opinions for project evaluation.

A good questionnaire is crucial for survey quality, as it ensures accurate data collection, leading to higher validity and reliability of your research. Clear and concise questions improve response rates, enhance respondent engagement, and reduce errors and biases, while a consistent format allows for better comparison and trend analysis. Well-designed questionnaires facilitate easier data preparation and analysis. Overall, the quality of a questionnaire directly impacts the usefulness and trustworthiness of the survey data.

WORKSHOP GOAL / OBJECTIVES

Would you like to conduct a survey for your thesis or as part of your research project but feel unsure how to create a questionnaire? Do you want to learn how to design your questionnaire to get clear and honest responses, maximise participation, and ensure that you gathered data that are easy to process and analyse, leading to reliable study results?

This training teaches you the fundamental principles of effective questionnaire design, covering measurement theory, wording, structure, and layout. It will introduce you to different methods of instrument testing, show you where to find existing instruments, and covers topics such as data protection and documentation. The knowledge is illustrated through examples and reinforced interactively with small exercises.

By the end of the course, you will have the necessary knowledge in survey instrument development to create a suitable questionnaire for your research project.

WORKSHOP DESCRIPTION

Learning contents

- Importance of a Good Questionnaire
- Characteristics of a Good Questionnaire
- Measurement Theory
- Types of Questions and Response Scales
- Questionnaire Structure and Layout
- Development and Testing of Questions
- Utilising Existing Instruments
- Ethics and Data Protection
- Documentation

For an introduction to web survey design and a hands-on workshop on implementing web surveys, please look into these additional trainings.

To further discuss specific issues or needs related to your particular research project, meet the trainer in an individual consultation.

TECHNICAL REQUIREMENTS

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TARGET AUDIENCE (PRIOR KNOWLEDGE)

Researchers of all disciplines and career stages - early career researchers (especially PhD students) or advanced researchers – who want to conduct a survey and have little to no prior knowledge about survey research and questionnaire design.

ABOUT THE TRAINER

Dr. Susanne de Vogel is a data scientist providing training and consultancy services at the DSC. She holds a diploma in Social Sciences from the University of Cologne (2013) and a PhD in Sociology from the Martin Luther University of Halle-Wittenberg (2019). Susanne has over 10 years' experience working on the development and implementation of various panel studies at the German Centre for Higher Education Research and Science Studies (DZHW) in Hanover. Her competencies lie in survey design, instrument development and in the collection, preparation, analysis, and management of (survey) data.