

Chapter 14 Questionnaires and Surveys

Activity	Completed?		
	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Specify research objectives of the research project (to provide direction/focus for the survey)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Construct draft questionnaire	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Pilot/amend draft questionnaire	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Identify sampling frame	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Select sample	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Contact sample by email/letter (specifying purpose of the research, any benefits to individuals/organization, promise of confidentiality, date/time of interview')	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Select survey software e.g., SurveyMonkey	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Create draft online survey	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Pilot online survey, eliciting feedback on ease of navigation	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Amend online survey	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Launch online survey	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
After a chosen period (typically a week), issue a reminder, politely requesting survey completion (if not already done), including date for completion	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>

Note: for statistical purposes you may choose to segment your sample. So you will provide a survey link to one web address for Sample A and a different survey address for Sample B. Collecting the data in these separate 'bins' allows you to identify each different set of respondents, even if their responses are anonymous.