

Chapter 14 Questionnaires and Surveys

Activity	Complete?		
Specify the research objectives of your 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 your sampling frame	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Select your sample	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Contact sample by email (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	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"/>