Piloting a questionnaire

Task One: Write down any specific aspects of your questionnaire you would like feedback on e.g. design, range of questions, clarity here:

Task Two: Swap your questionnaire with a partner and ask them to complete your questionnaire (it doesn’t matter if they are the target sample or not – this is just a test!). Set a timer on your phone and check how long it takes to answer the questionnaire.

\_\_\_\_\_\_\_\_ minutes

Task Three: Ask your partner to complete the table below:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Question 1 | Question 2 | Question 3 | Question 4 | Question 5  | Question 6  | Question 7 | Question 8 | Question 9 | Question 10 |
| Is the question clear and easy to answer? |  |  |  |  |  |  |  |  |  |  |
| Are there any problems with the question e.g. leading, double question, etc.? |  |  |  |  |  |  |  |  |  |  |
| What can be done to improve the question?  |  |  |  |  |  |  |  |  |  |  |

Task Four: Check your partner’s responses to your questionnaire. Have you collected the type of information you have expected?

Task Five: Using the information from tasks two – four, take notes on what you need to do to improve your questionnaire

Task Six: Draft a short account of the pilot in your methodology (explaining why you did this and what changes were made)