

Session 4:

Questionnaire design

The QuIP questionnaire

- Each QuIP questionnaire unique to the project it is assessing.
- Questionnaires designed around wellbeing, or change **domains** relating to the project's Theory of Change (ToC).
 - Open-ended questions - exploratory based on the recall period
 - Supplementary questions listed under open questions for use by field researchers if needed.
 - Closed questions - confirmatory & provide a summary of changes before moving on to the next domain.
- Same questionnaire used for individual (household) interviews and focus group discussions, with one key difference:
 - **Focus group discussion** questionnaires only contain open-ended questions - **no closed questions**.

Using the questionnaire in the field

- The questionnaire is translated into the local language and used by field researchers interviewing the selected respondents.
- The questionnaire is **always** piloted to check for flow, meaning and understanding and can be tweaked before fieldwork proper begins.
- Researchers are trained to ensure the recall period is well understood and used appropriately throughout.
- Printed copies of questionnaires are used in the field.
- Data is later entered digitally by the field team, ready to be sent for analysis.

Domains

What areas of people's lives does the project ToC expect to have impacted within the recall period?

Example domains for rural livelihood QuIP studies:

- Food production
- Food consumption
- Cash income (from farming and other)
- Health
- Assets
- Intra-household relations
- Inter-household relations
- Overall wellbeing

Domains

Example domains for QulP studies undertaken in other sectors include:

- Housing conditions
- Access to services
- Learning environments
- Collaboration & communication
- Gender equality/ gender relations
- Job satisfaction & productivity
- Children's wellbeing
- Voice & agency
- Enabling environment

Types of questions

- Open-ended questions are designed to stimulate discussion around a selected topic.
- Supplementary questions can be used to sustain and to deepen the conversation, but need not be used if this happens without them.
- Closed questions follow open-ended discussion of the same topic, and can be a useful way of drawing each discussion to a conclusion. These are left to the end of each section:
 - (a) to maximise the opportunity for respondents to raise unknown and unexpected issues;
 - (b) because information about reasons for change provided voluntarily or without prompting is more credible.

Example questions: Food production

Open: **Please tell me how your ability as a household to produce your own food has changed in the last three years, if at all.**

- *What do you do more?*
- *What do you do less?*
- *In which seasons have changes been most pronounced?*
- *What are the reasons for these changes?*
- *What about livestock?*
- *Have you taken up any new activities to help you produce more food?*
- *Is there anything you have stopped doing?*
- *Are you doing anything differently compared to others?*

Closed: **Overall, how has the ability of your household to produce enough food to meet its needs changed over the past three years?**

(Worse/ the same/ better)

Example questions: Assets

Open: **Please tell me whether you have acquired or disposed of any significant assets during the last three years?**

- *In addition, have there been any important changes in money you regularly receive or give to others?*
- *What about changes in saving and borrowing?*
- *Please explain the reason for these changes?*
- *How has your influence over these things changed within the household?*

Closed: **Overall, do you feel the combined total value of all your assets has gone up or down over the period?**

(Increased/ No change/ Decreased /Not sure)

Questionnaire format

The questionnaire follows the format below:

- A. Introduction: basic details about respondent & interview
- B. Household composition and any major changes within recall period
- C. Domain : open ended & closed questions
- D. Domain: open ended & closed questions
- E. Domain: open ended & closed questions
- F. Domain: open ended & closed questions
- G. Relationships: most QuIP studies contain this
- H. Overall wellbeing: most QuIP studies contain this
- I. External relationships: this domain is always included as it allows respondents to list the external organisations that they have had contact with & their relative importance.
- J. Questions asked by respondent & other observations

A note on data collection and storage

- What respondent information do you want to collect at the beginning of the questionnaire and how will you use it? Don't collect data you won't use.
- Obtaining consent: written/ verbal?
- Who will store the consent forms/ recordings? How long for?
- Who is responsible for storing the respondent information?
- How can you ensure your sampling data and your data collection is GDPR compliant?

QuIP Questionnaire Design Exercise

Read through the example questionnaire and discuss. Then, in groups consider what domains you would use in a questionnaire for a previously discussed project example. Consider:

- Recall period
- Open question(s) - main question with prompting questions to probe further.
- Closed questions.
- Questions can address perceived changes experienced by individuals as well as/ or instead of households.
- Remember, the longer the questionnaire, the longer the interview will take!

20 minutes group work/ 20 minutes feedback