



What to ask?

- Consider the type of data you wish to gain. Use the diagram below.
- This could include a participant's knowledge of a topic, factual based information (e.g., about their career or habits), attitudes or feelings around an area, or their accounts of past experiences.

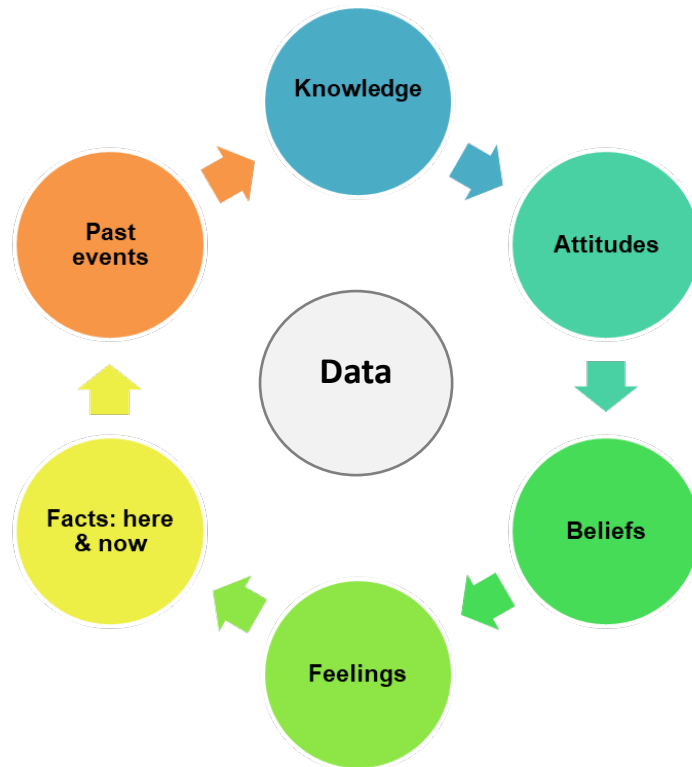


Figure 1: Types of Data (Davies and Hughes, 2014, pp. 104-105)

How to order?

Build a logical sequence with introductory questions before entering into the central topic.

1. Introductory questions
2. Transfer questions
3. Key/specific questions
4. Closing questions
5. Final questions

(Krueger, 2002)



What to avoid?

- Wordy or confusing questions.
- Bias or leading language.
- Overly complex language that includes jargon or technical terms.
- Making assumptions e.g. Where do you go on holiday?



(Bourke, Kirby and Doran, 2016, pp. 11-14)

Types of Questions

1. Factual

These questions collect facts about the participants or situation. This might include questions about quantity, frequency or routines.

Example: How have you been involved in _____?

Example: How frequently do you _____?

2. Closed

A closed question leads to a set answer, which can be easier to analyse.

Have you visited a museum in the past year?

3. Open-ended

This allows for greater detail, which can be quoted as qualitative data (words).

Do you have any suggestions about how the space could be updated?

Tell me about the experiences you've had with XXXX?



List or multiple choice

This type of question allows for a range of options.

Do you view the purpose of art as any of the below?

- a) Therapeutic
- b) Decorative
- c) To raise awareness of issues

4. Ranked

This allows participants to place an importance on items.

Where do you prefer to view artworks? Rank the items below in order from 1 downwards.

- | | | | |
|----------------------|--------------------------|-----------------------|--------------------------|
| Online | <input type="checkbox"/> | In a gallery/museum | <input type="checkbox"/> |
| In a journal or book | <input type="checkbox"/> | In an artist's studio | <input type="checkbox"/> |

5. Scale

Use a Likert Scale to gauge viewpoints in a 5- or 7-point scale.

I am able to find information on the website.



Strongly agree Agree Neutral Disagree Strongly disagree

References:

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- Davies, M.B. and Hughes, N. (2014) *Doing a successful research project: Using qualitative or quantitative methods*. London: Bloomsbury Publishing.
- Krueger, R. (2002) *Focus group interviews*. Available at: <https://www.eiu.edu/ihec/Krueger-FocusGroupInterviews.pdf> (Accessed: 02 September 2022)
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