**Teacher’s Name:** Ms. Khadidja HAMMOUDI

**Level:** LMD 3

**Module:** Research Methodology

**Course Title:** Data Collection Tools: Questionnaires

The questionnaire is a research tool for primary data collection. It consists of a set of written questions sent to the sample in order to gather information related to a specific issue. Before designing a questionnaire, it is compulsory for the researcher to define the research aims and objectives and whether it is suitable as an instrument. Additionally, the researcher needs to know to whom this questionnaire is addressed (availability, adequacy and representativeness of the sample population) so that to decide on which language to use.

Later, s/he can move to the pen and paper step wherein the questions are to be formulated. Indeed, the researcher has to decide on the layout and sequence of the questions, their types, and objectives as well. As far as the structure is concerned, the questionnaire should include an introduction where the aim of the research is explained in addition to a request for the consent of the respondents. Afterwards, some information about the respondents (profile) need to be gathered including age, gender, residence, education or any other variable that is essential in the analysis of responses. Later, a set of questions related to the topic are to be asked.

It is worth mentioning that the questionnaire starts from general to specific and from simple to very complex questions. It is also necessary that the researcher employs a balanced variety of question types including close-ended and open-ended ones in order to ensure the richness of both qualitative and quantitative data. These questions must be simple, clear, direct, and well-structured where the researcher has to take into account the educational level and language mastery of the respondents.