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The questionnaire :

Definition :

A questionnaire is a systematic tool used in research, surveys, or data collection processes to elicit specific information from individuals. Typically structured with a predetermined set of questions, it serves as a means of gathering quantitative or qualitative data by prompting respondents to provide their opinions, experiences, or factual details. The questions in a questionnaire can vary in format, including multiple-choice, open-ended, or scaled responses, depending on the research objectives. This method facilitates standardized data collection, making it easier to analyse and draw meaningful insights from the gathered responses.

Types of the questionnaire :

There are three types of questionnaires that the researcher can implement in the research work:

- * Structured questionnaire
- * Unstructured questionnaire
- * semi-structured questionnaire

The questionnaire is a research instrument that consists of a series of different types of questions which are:

Closed, open-ended questions, and multiple choice

All the above types of questions should be administered in the questionnaire

The structured questionnaire: this type of questionnaire is used to collect data from the respondents and it consists of a set of standardized questions with predetermined framework which sets a precise language, and an organization to the questions in a sequence, and logical manner. The questions in this type of questionnaire are closed ended questions and through the questions we collect the quantitative data that answers questions such as “how many, how much, how often”

The Semi structured questionnaire: this type is unlike the structured one, which only uses closed ended questions. This type includes both open and closed so both (qualitative and quantitative types of data can be gathered through it .

The unstructured questionnaire: this type has a basic structure and the qualitative data is obtained through it as it consist a type of open -ended questions , and the qualitative data that is collected is defined as the data that proximate and characterizes

Advantages of the questionnaire:

- 1) Efficiency: Questionnaires allow learners to collect data from a large number of people quickly and easily.
- 2) Standardization: Questions are uniform for all respondents to ensure consistency in data collection.
- 3) Anonymity: can be designed to be anonymous, encouraging honest responses and reducing social desirability bias.
- 4) Cost effectiveness: Administration of questionnaires stands out as a cost-effective alternative when compared to methods such as interviews or focus groups, as it has the advantage of lower associated costs.

Disadvantages:

1) Limited depth:

Questionnaires usually provide limited space for respondents to elaborate on their answers, which may result in superficial or incomplete information.

2) Low Response Rates: participants may choose not to complete or return the questionnaire, potentially introducing bias and affecting the representativeness of the data.

3) Lack of flexibility: Once a questionnaire is designed. It can be challenging to modify or adapt it to different situations or respondent needs.

4) Design challenges: Poorly designed questionnaires can introduce bias and affect the validity of results.

What the researcher should know before designing a questionnaire :

*A questionnaire may include three types of question:

- * close-ended
- *multiple-choice
- *open-ended.

Close-ended & multiple-choice questions = provide quantitative data.

Open-ended questions = Supply qualitative information.

- When designing a questionnaire one should take into consideration the following information:

*Begin with an introduction that initiates the purpose of the questionnaire and ask for the consent of the informants.

* Use a simple style and provide clear instructions.

*Respect the question order by listing the question from general to specific and from close-ended to open-ended questions.

Ps: when designing a questionnaire, one should also keep in mind the following information:

- **Avoid double-barrelled questions:** is the one that addresses more than one issue but allows for only one answer.
Ex: did you enjoy the grammar lessons and find them helpful?
- **Avoid leading question :** the one that promotes or influences the respondent to answer in a particular way.
Ex: How do you evaluate your level in English?
- **Avoid loaded question:** the one that contains an assumption often with a controversial or biased perspective. It is designed to promote a particular response from the participants.

Ex: Do you agree that our company's product is the best on the market?

*This question is loaded because it assumes that the company's product is the best, and it can be difficult for the respondent to provide an honest answer if they do not agree with promise of the question.

- Avoid confusing language and the use of jargon (word or phrase that is difficult to understand).