

# Personal and Public Involvement (PPI)



## Online Questionnaires

We all at some stage have taken part in a questionnaire, whether it be a few questions about a product at a supermarket, or a detailed questionnaire about a service. It is an approach used for gathering information. This guide provides information specific to carrying out online questionnaires. To read more about questionnaires, please click [HERE](#).

When developing your questionnaire good design is essential for a questionnaire to be successful, especially online. So here are some tips to make your questionnaire more effective at collecting responses and the information you are looking for.

### Introduction

- Inform participants how long the questionnaire will take
- Provide a short summary of the project/service
- Attach supporting documents (if required)
- Inform participants about confidentiality
- Get consent from participants to contact them after the questionnaire (where/if required)
- Don't make your introduction too lengthy

### The Questions

Points to remember when developing your questionnaire:

- Keep your questionnaire short
- Save sensitive questions to the end
- Group questions together according to the topic
- Closed questions are easier to analyse
- Open questions allow participants to expand on their views
- Arrange questions from the generic to the specific
- Include instructions how to answer before each question (e.g. 'tick one only' or 'tick as many as you think appropriate')
- The rating scale is explained - when using Likert Scale type questions, always use them in the same way, e.g. from very good to very bad
- Place response options horizontally, except when using tables
- Have a look at existing questionnaires - are there question types that might work well for your questionnaire?

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- Make sure you know your target audience - are you targeting a specific set of Service Users, Patients or Carers or is it aimed at all those who use your service?
- Will this be a stand-alone questionnaire or be used as part of a range of Involvement methods?
- Try out the questionnaire with colleagues before you send it to a wider audience
- Have you considered the needs of hard to reach groups? Do you know if any of the participants have a disability or do not speak English?

### Checklist

- What do you want to find out?
- Who is the target audience?
- How will you work out your sample size/representation?
- Will online be your only method?
- Who will decide on the questions?
- Who will analyse the data?
- Will the information be of any use if low response rate?
- Will you send reminders?
- How will you feed back outcomes to the respondents?

**There are a number of platforms you can use to develop your online questionnaire. Please contact your ICT department to find out which platform is supported by your organisation.**

For more information on Involvement, Co-Production and Partnership Working, please visit the Engage website:

<http://engage.hscni.net>

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PPI - Involving you, improving care

