A guide to
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 <u>HERE.</u>

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

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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 directions how to answer before the questions (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

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- Have a look at existing questionnaires - are there question types that might work well for your questionnaire?

- 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?

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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 do the data analysis?

- 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 Trust.

Guides to virtual involvement have been developed to complement existing guides available on Engage website:

http://engage.hscni.net

Need support?

HSC Health and Social Care

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