



# How to Develop a Valid Questionnaire

## **One-Day Workshop Friday 24 June 2011**

9.00am – 4.30pm  
Australian Technology Park  
Eveleigh NSW 1430

## **Workshop Leader A/Prof. Rod O'Connor**

Director Rod O'Connor & Associates Pty Ltd  
Consultants in Decision Making and Health Care Improvement  
Conjoint Associate Professor, School of Public Health and  
Community Medicine, University of New South Wales, Sydney  
Mob. 0413 60 70 73

# Designing Questionnaires

Well designed questionnaires are very important in health and human services, but are not well understood. This hands-on workshop provides practice and theory in developing valid questionnaires.

**The workshop will equip participants with the ability to form valid questionnaires for use in their own workplace.**

## What is the background to this workshop ?

Many think that once a questionnaire has been 'validated' by someone else then it can be assumed to be suitable for use. In fact validity is determined by three factors:

- the precise nature of the issues that the researcher aims to assess with the questionnaire;
- the exact population to which the questionnaire is to be applied;
- the accuracy with which the questionnaire (and the method of scoring) assesses the issues for the current population.

A questionnaire may be valid for one population and purpose, but not for another. The best (and most 'valid') questionnaire will generally be one that has been tailor-made for the local situation. A pre-existing questionnaire can be used, but questions designed to address identified deficiencies should almost always be added.

Creating valid questionnaires is not difficult, as long as certain basic steps are followed. This workshop aims to provide this information.

Participants are encouraged to bring current questionnaires to be developed or improved during the workshop.

*'No amount of statistical manipulation after the fact can compensate for poorly chosen questions; those that are badly worded, ambiguous, irrelevant, or even worse not present' (Streiner and Norman, 1995).*

## Workshop Objectives

The workshop has an applied orientation. At the end participants should be able to:

- ◆ Describe and undertake the first actions when selecting, assessing, or developing a test
- ◆ Specify the aim of a questionnaire, and understand why this is important
- ◆ Explain what is meant by validity, and how to develop and assess validity
- ◆ Determine the content of a questionnaire
- ◆ Recognise how item phrasing can bias which response is selected
- ◆ Determine the wording of each item, using the most common response measures in questionnaires (including Likert scales, Guttman scales, and Visual Analogue scales)
- ◆ Understand the difference between Classical Test Theory and Rasch Analysis
- ◆ Understand what is involved in combining sub-test scores
- ◆ Appreciate the importance of analysing sub-groups to assess inter-cultural validity
- ◆ Draft a valid questionnaire

## Who should attend?

Anyone developing a questionnaire who is not totally across these issues.

## Teaching/Learning Methods and Associated Advice

The workshop will be a combination of presentations, discussions and group work. All materials required will be provided.

## Workshop Leader

A/Prof. Rod O'Connor is a consultant in health care research and development (since the mid 1980s), and a Conjoint Associate Professor at the School of Public Health and Community Medicine, University of New South Wales.

Rod has a PhD in experimental cognitive psychology and further training in health economics (Monash), health outcomes measurement (Harvard School of Public Health), and modern psychometrics (University of Illinois at Chicago).

He is currently adviser to an ICEE/Aus Aid project on measuring 'Vision-related Quality of Life' (2009-2011), He has been a World Health Organisation (WHO) Consultant in Outcomes Research (2001) and Situational Analysis for policy (2002); an invited rapporteur on Quality of Life Measurement for the UK Economic & Social Research Council, UK's leading research funding and training agency (2003); and invited referee for the U.K. National Co-ordinating Centre for Research Capacity Development (2004). In 2006/2007 he was technical adviser on healthcare quality assessment and improvement for China's rural health care services H8 Project on behalf of HLSP and The World Bank.

Rod's book 'Measuring Quality of Life in Health' was published by Elsevier/ Churchill Livingstone U.K. in 2004. He is currently writing a book on how people make decisions ('The Story Tellers'), aimed for completion in 2011/2012.

For further information see [www.RodOConnorAssoc.com](http://www.RodOConnorAssoc.com) or contact Rod on (02) 9555 9916, mob. 0413 60 70 73, email [rod@RodOConnorAssoc.com](mailto:rod@RodOConnorAssoc.com)



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## REGISTRATION FORM

Fax to: +61-2-8088 6452

\$495 (inc. GST)

Title First Name Surname

Position

Organisation

Address

Town/Suburb State Postcode

Telephone Fax

Email\*

\*(required for registration confirmation to be sent)

### PAYMENT

**TAX INVOICE** ABN 38 006 414 240

No. W24Jun2011

Date: 9May2011

Rod O'Connor & Associates P/L

Direct deposit to Rod O'Connor & Associates P/L, CBA Balmain NSW, BSB: 06 2110 Act no: 1005 4600

Cheque – to accompany registration and made payable to ROA

Visa  Mastercard

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Total Amount: \$ \_\_\_\_\_ Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

#### Payment Policy

It is a condition of registration that full payment is received prior to the commencement of the event.

#### Cancellation and Refund Policy

If after registering for the event, you find yourself unable to come, we will refund your registration fee in full up until Friday 10 June 2011. Any cancellations made after this date and up until Friday 17 June 2011 will be refunded, less an administrative fee of \$110. After Friday 17 June 2011, we regret that NO REFUNDS can be given. You can at any time, however, substitute a replacement delegate at no charge or transfer your fee to a future Rod O'Connor workshop.

#### Insurance

We strongly recommend that you take out an insurance policy if you have made flight or hotel reservations in order to attend this event. If, due to circumstances beyond our control, the event is cancelled, we cannot be held responsible for any loss of money due to cancelled flight or hotel bookings.

#### Privacy Policy

The collection of this information is primarily so that we can register you for this event. The information (excluding payment details) will be stored in our database and may be used for future marketing of events. If you do not wish your details to be retained we ask that you notify us in writing to [rodocon@rodoconnorassoc.com](mailto:rodocon@rodoconnorassoc.com)

Please forward your completed registration form with payment to -  
Postal Address:

Rod O'Connor & Associates P/L  
59 Gipps St. Birchgrove Sydney  
NSW 2041, Australia

Fax: +61-2 8088 6452

For any queries contact Rod on:

Ph: 02 9555 9916

Mob. 0413 60 70 73

Email:

[rod@rodoconnorassoc.com](mailto:rod@rodoconnorassoc.com)