



Questionnaire Development Workshop: How to Develop a Valid Questionnaire

**One-Day Workshop
Friday 23 July 2010**

9.00am – 4.30pm

Australian Technology Park
Eveleigh NSW 1430

***This workshop trains participants to form
valid questionnaires for use in healthcare,
human services, & aged care***

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

Director ROA, Consultants in Decision Making &
Health Care Improvement
Associate Professor, School of Public Health &
Community Medicine, UNSW
Adjunct Macquarie Graduate School of Management,
Macquarie University

Designing Questionnaires

Questionnaires are routinely used to measure processes and outcomes in healthcare, human services, and aged care. At the same time they are not well understood. This hands-on workshop provides both theory and practice in developing valid questionnaires.

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

What is the background to this workshop ?

There is a major and extensive misconception that there is such a thing as a 'valid' questionnaire, and 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 nature of the issues that the researcher aims to assess with the questionnaire;
- the current population to which the questionnaire is to be applied;
- the degree to which the items in the questionnaire (and the method of scoring) comprehensively and accurately assesses those issues for the current population.

Actually there are no valid questionnaires 'per se', simply because a questionnaire may be valid for one population and purpose but fail for others. Questionnaires developed elsewhere or at another time may be poor at assessing the issues that are important in your context.

Consequently the best and most 'valid' questionnaire will almost always 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 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 who is currently developing a questionnaire and feels they are 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), a Conjoint Associate Professor at the School of Public Health and Community Medicine, University of New South Wales, and an Adjunct staff member with the Macquarie Graduate School of Management, Macquarie University.

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 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.

He has worked on the development of many questionnaires including the 'Work Ability Tables' used to assist allocate the \$4 billion per year Commonwealth Disability Support Pension, the 'Environmental Health effects Scale' used to guide Aboriginal health infrastructure funding, the 'Asthma Medication Adherence Questionnaire' for assessing medication compliance, and questionnaires to assess dysphagia, the impact of hospital closures on local populations, home-carer burden, and to survey satisfaction with care in hostels and nursing homes.

Rod's book 'Measuring Quality of Life in Health' was published by Elsevier/ Churchill Livingstone U.K. in 2004. He is currently adviser to an ICEE/Aus Aid project on measuring 'Vision-related Quality of Life' in Papua New Guinea; completing a book on how people make decisions; and conducting workshops in program evaluation, outcomes measurement, and decision making.

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

Provisional Workshop Outline (note content may be amended)

A Introductions

B First actions when developing or evaluating a questionnaire

- Specifying the aim of the questionnaire, and the decisions the questionnaire is to help you make
- Identifying criteria the questionnaire needs to satisfy

C Group exercise

'Defining the Aim'

D Ensuring the questionnaire is 'valid'

- The nature of validity
- Forms of validity evidence
- Cross-cultural application issues
- Biases through 'framing', 'anchoring', asking if 'satisfied'

F General factors to be considered when patients are surveyed

- Patients view health differently to doctors
- Treatment effects are influenced by psycho-social factors
- Adaptation

I Group Exercise

'Forming items'- Likert scales, Guttman scales, Visual Analogue scales

J Steps in developing a questionnaire

- Understanding the issue being investigated
- Identifying criteria the questionnaire needs to meet
- Determining the content of the questionnaire
- Determining the wording of each item
- Selecting the response scales for each item
- Pre-testing items for clarity and comprehensibility
- Developing method for scoring (where appropriate)
- Promoting interpretability

K Major Group Exercise

Applying 'Steps in developing a Questionnaire' to current projects

For more information on the workshop's content phone Rod O'Connor on (02) 9555 9916, or email rod@RodOConnorAssoc.com



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REGISTRATION FORM

Fax to: +61-2-8088 6452

\$495 (inc. GST) includes Morning & Afternoon Tea and Lunch

Title First Name Surname

Position

Organisation

Address

Town/Suburb State Postcode

Telephone Fax

Email*

* (required for registration confirmation to be sent)

Special Dietary Requirements

PAYMENT (Fully Tax Deductible)

TAX INVOICE ABN 38 006 414 240

Cheque (must accompany registration and be made payable to ROA)

Visa **Mastercard**

Card Number: _____ / _____ / _____

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

Cardholder's Name: _____ Cardholder's Signature: _____

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If after registering for the event, you find yourself unable to come, we will refund your registration fee in full up until Friday 9 July 2010. Any cancellations made after this date and up until Friday 16 July 2010 will be refunded, less an administrative fee of \$110. After Friday 16 July 2010, 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.

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Please forward your completed registration form with payment.

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