**SELF-CHECK 8a**

1. Discuss the role of observation as a business research method and discuss four of the many types of observable phenomena, giving an example of each.

2. Explain why a researcher might want to use contrived observation instead of direct observation.

3. Discuss the ethical issues particular to research using observation. What should a researcher consider when collecting observational data?

Answer

1. Under what circumstances would you choose to use a delivery and collection questionnaire

rather than a postal questionnaire? Give reasons for your answer.

**Using the delivery and collection questionnaire, you expect to have a particular respondent to answer the questionnaire and this is a way for you to ascertain that when you get back the answered questionnaire that particular person has answered it. This is to improve the reliability and validity of the data collected.**

**If postal questionnaire is used there is no certainty that the person to whom you intended would answer the questionnaire.**

2. Develop a checklist of things to consider in questionnaire construction.

A checklist is used to ensure that the question wording is within the context as shown below:

1. Does your question collect data at the right level of detail to answer your investigative

question as specified in your data requirements table?

2. Will respondents have the necessary knowledge to answer your question?

3. Does your question talk down to respondents? It should not!

4. Are the words used in your question familiar, and will all respondents understand them

in the same way? In particular you should use simple words and avoid jargon,

abbreviations and colloquialisms.

5. Are there any words that sound similar and might be confused with those used in your

question?

6. Are there any words in your question that might cause offence? These might result in

biased response or a lower response rate.

7. Can your question be shortened?

8. Are you asking more than one question at the same time?

9. Does your question include a negative or a double negative? Question that include the

word ‘not’ is sometimes difficult to understand.

10. Is your question unambiguous?

11. Does your question imply that a certain answer is correct? If it does, the question is

biased and need to be reworded.

12. Does your question prevent certain answers from being given?

13. Is your question likely to embarrass the respondent?

14. Have you incorporated advice appropriate for your type of questionnaire (such as the

maximum number of categories) outlined in the earlier discussion of question types?

15. Are answers to closed questions written so that at least one will apply to every

respondent?

16. Are the instructions on how to record each answer clear?

3. What is the importance of pre-testing of questionnaire?

**The questionnaire that is developed must be pilot tested before using it in the research project. The purpose of the pilot test is to refine the questionnaire so that respondents will have no problems in answering the questions and there will be no problem in recording the data. In addition, it will enable you to obtain some assessment of the questions’ validity and the likely reliability of the data that will be collected.**

**Pilot test is done by asking an expert or a group of experts to comment on the representativeness and suitability of your questions and to receive suggestions for amendments and improvements. This trial run of the questionnaire is important and necessary as it enables the knowing of how the questionnaire will succeed. How many people you require to do the pilot test will depend on the size of the research project, the financial resources and the research questions and objectives.**