

# Learning Outcome

Upon completion of this assignment, participants will be able:

- To understand and apply the principles for designing a questionnaire or an interview schedule.
- To apply steps in constructing questionnaire to establish clear objectives of the survey to be conducted
- To understand the concept of operationalization specifically the process of continuous clarification
- To apply Lazarsfeld's scheme for measuring concepts (variables)

# Synopsis

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Questionnaires are the most widely used data collection methods in educational research. The principles for designing a questionnaire or an interview schedule are quite straight forward but they do require careful consideration. Systematic development of questionnaires focusing on a well-crafted conceptualization of the content and transformation of the content into questions is essential to minimize measurement error.

This workshop describes the process for developing and testing questionnaires and posits the basic steps to develop a valid and reliable questionnaire to enhance the quality of research: research background, questionnaire conceptualization, format and establishing validity and reliability.

In the questionnaire conceptualization step, emphasis is given on the procedure of operationalization using Lazarsfeld's scheme for measuring concepts. Following these steps in questionnaire development and testing will enhance data quality and utilization of research. Thus, this workshop gives careful attention to detail and understanding of the process involved in developing a questionnaire, realising the fact that failure to following appropriate and systematic procedures in questionnaire development, testing, and evaluation may undermine the quality and utilization of data.

## IVIC 2023 WORKSHOP

# How To Design Questionnaire For Product, Process, Organizational And Marketing Innovations

**Date: 17 November 2023**

**Platform: Online (Webex or Zoom)**

**Time: Starting From 8.30 am**

# Speakers



**Dr. Juhana Salim**

( Former Professor of Knowledge Technology Centre for Artificial Intelligence & Technology, UKM )



**Dr. Esmadi Abu Seman**

( Senior Lecturer , Faculty of Computing & Informatics, UMS )

# Objectives

- To expose the principles for designing a questionnaire or an interview schedule.
- To acquire skills in constructing survey questionnaire.
- To assist practioners in understanding the concept of operationalization.
- To acquire skills in utilizing Lazarsfeld's scheme for measuring concepts (variables).

## Important requirement for participants:

Participants are required to bring softcopy/hard copy of research materials related to their study (Research based articles and other materials such as LR, framework/conceptual framework etc). This is to help participants do actively participate in the hands-on- sessions.

# Programs:

**8.30 - 9.00 am**

Registration

**9.00 - 10.15 am**

- Principles for designing a questionnaire or an interview schedule.
- The concept of operationalization

From Theoretical Concept to Survey Instrument

- Operationalize Definition Conceptual Framework, Constructs and Measurement
- Construct & Research question
- What are constructs?
- Expressing the meaning of constructs using theoretical or nominal definitions

**10.15-10.30 a.m.**

Tea Break

**10.30 am - 12.30 pm**

Construct Measurement  
Conceptualization  
Procedures for creating theoretical definitions  
Translating constructs into operational definitions

**12.30 - 1.00 pm**

Question & Answer