



Designing research questionnaires: Start with the end in mind



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Objectives

- To guide on what you need to consider when designing how you will gather information from patients to evaluate a service
- What kind of data do you want and how will you use them?
- You will learn to
 - consider the merits of qualitative vs quantitative research,
 - methods for collecting data,
 - how to decide who you want to gather information from, and
 - how to present your results



Start with the end in mind

- Decide on the information required
- Quantitative vs qualitative
- Targeting respondents/ subjects/ patients and how will you identify them
- Decide on data collection method – pros and cons of each
- Questionnaire/ interview guide design
- Pre-test/pilot your questionnaire
- Develop the final questionnaire/interview guide
- Other considerations

Decide on the information required



- What is your overall objective for the research?
- What is your hypothesis?
- What is the purpose of undertaking your research?
- To whom will the data be relevant?
- With whom will it be shared?



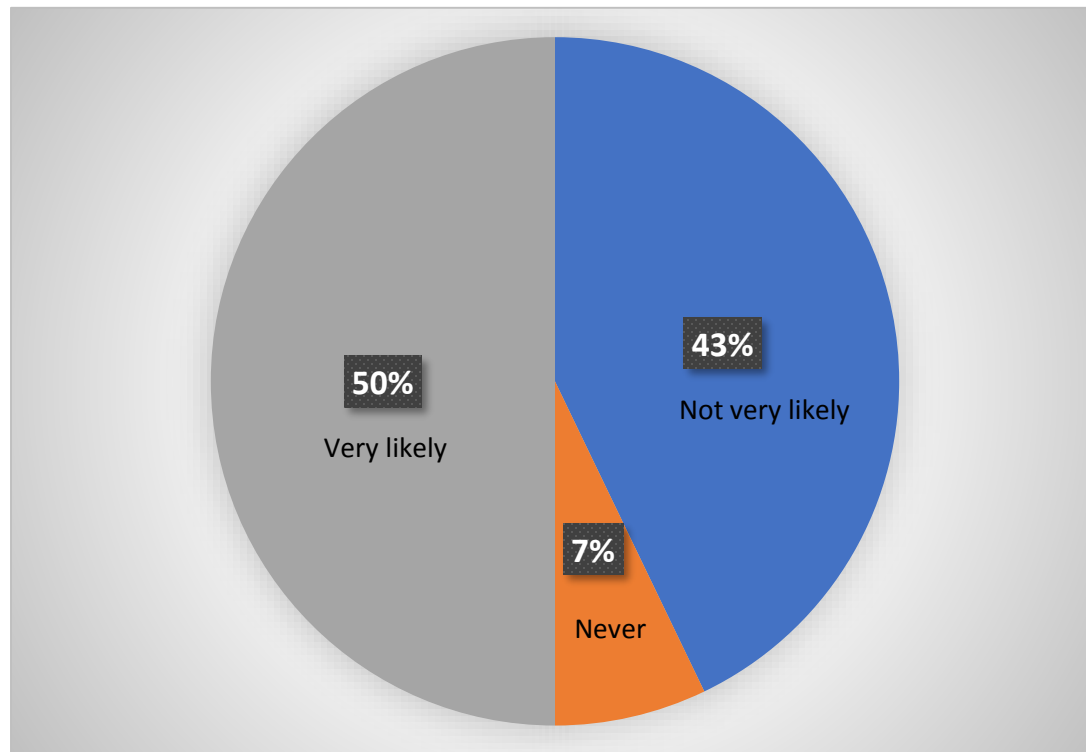
Start with the end in mind

- Decide on the information required
- **Quantitative vs qualitative**

Qualitative vs Quantitative



- **Likelihood of shopping near work**



Supermarket usage patterns

- The majority use just one most of the time
- Some use 2-3 and may have purchasing patterns for each
- A few say it depends on what journey they are doing by car
- A few say they only ever use one

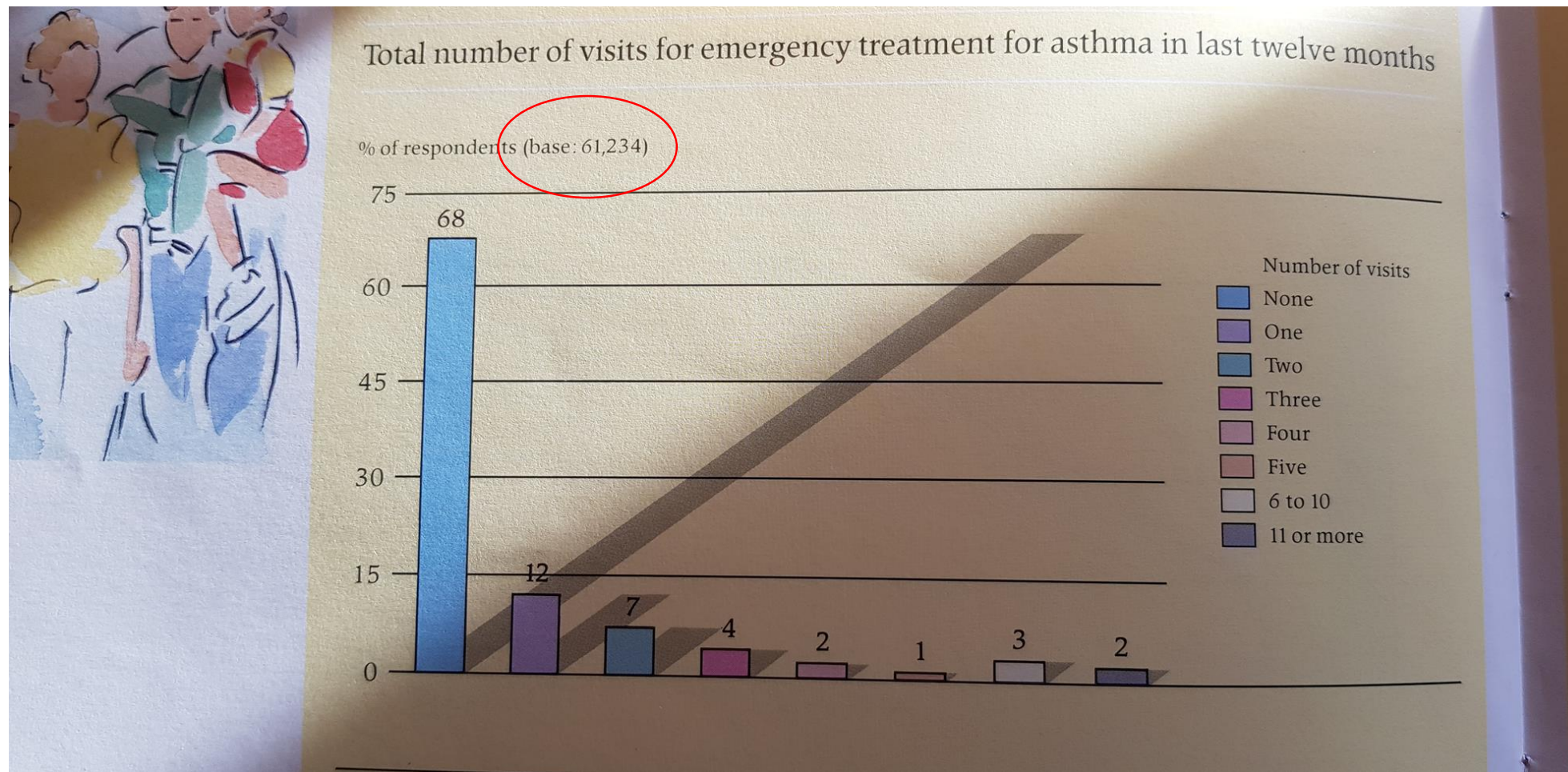


Start with the end in mind

- Decide on the information required
- Quantitative vs qualitative
- **Targeting respondents/ subjects/ patients and how will you identify them** – random vs selecting according to specific criteria
 - e.g. age, has had an exacerbation, has not attended annual review, has used a specific product, has had pulmonary rehab, next 20 asthma patients seen



How many respondents?





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- Decide on the information required
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- Targeting respondents/ subjects/ patients and how will you identify them
- **Decide on data collection method – pros and cons of each**
 - Questionnaires/telephone/online/text message/face to face/group or focus interviews



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- **Questionnaire/ interview guide design**



Interview guide/questionnaire design

1. In clinical practice do you use the colour of the inhaler when talking to patients about how to use their medication ? (eg Use your blue inhaler more frequently if your symptoms worsen)	Usually	Often	Sometimes	Never
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Statement 3. Please indicate how strongly you agree/ disagree with the following statements:	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Colour conventions for inhalers are helpful					
Colour conventions are not that important: patients need to understand the role of each medication whatever their colour					
It is helpful if all blue inhalers are relievers and inhalers of other colours are preventers					
It would be easy to stop referring to inhalers by colour and use the words 'preventer' or 'reliever' instead					
I would have concerns about patient safety if a blue inhaler were to contain a preventer treatment					
Talking about inhalers by colour helps me to explain the role of different inhalers so that patients use them properly					



Interview guide/questionnaire design

- 4. Is there anything you would like to say about the traditional colour conventions for inhalers where blue is a reliever and other colours are preventers?



Which supermarkets do you use?

- Aldi
- Asda
- Lidl
- Morrisons
- Waitrose



Which supermarkets do you use?

Tick as many as are applicable

- Aldi
- Asda
- Lidl
- Morrisons
- Waitrose
- None of the above
 - Give details
- Not applicable
- Don't know



Questionnaire vs interview guide

- Which of the following are the 3 most important properties of LABA/LAMA inhalers?

- Ease of use
- Dose counter
- Dry powder vs MDI
- Rapid onset of action
- Portability
- Price
- Molecules
- Manufacturer

- Tell me how you select a LABA/LAMA inhaler
- What are the properties you are looking for?
- Then prompt -
 - How important is the device?
 - How important is price?
 - How important is a dose counter etc



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- **Pre-test/pilot your questionnaire**



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- **Other considerations**
 - **Are there any constraints on timing?**
 - **Is there a budget?**
 - **What will the final output be? A presentation/report?**



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