**Tips for Successful Interviews and Questionnaires**

**Conducting Interviews in a quantitative study**

1. Limit questions to those that will directly or indirectly help you answer your research questions
2. As you write the interview questions, consider how you can quantify the responses, and modify the questions accordingly
3. Restrict each question to a single idea
4. Consider asking a few questions that will elicit qualitative information
5. Consider how you might use a computer to streamline the process
6. Pilot-test the questions
7. Courteously introduce yourself to potential participants and explain the general purpose of your study
8. Get written permission
9. Save controversial questions for the latter part of the interview
10. Seek clarifying information when necessary

**Constructing and administrating a questionnaire.**

1. Constructing questionnaire
2. Keep it short
3. Keep the respondent’s task simple and concrete
4. Provide straight-forward, specific questions
5. Use simple, clear, unambiguous language
6. Give a rationale for any items whose purpose may be unclear
7. Check for unwarranted assumptions implicit in your questions.
8. Word your questions in ways that don’t give clues about preferred or more desirable responses.
9. Determine in advance how you will code the responses.
10. Check for consistency.
11. Conduct one more pilot tests to determine the validity of your questionnaire
12. Scrutinize the almost-final product one more time to make sure it addresses your needs.
13. Make the questionnaire attractive and professional looking

**Using Technology to Facilitate Questionnaire Administration and Data Analysis**

1. When participants are in the same location that you are, have them respond to the questionnaire directly on a laptop or tablet.
2. When participants are at diverse locations, use e-mail to request participation and obtain participants’ responses
3. If you use paper mail delivery rather than e-mail, use a word processing program to personalize your correspondence
4. Use a scanner to facilitate data tabulation.
5. Use a computer database to keep track of who has responded and who has not.

**Maximizing Your Return Rate for a Questionnaire**

1. Consider the timing.
2. Make a good first impression.
3. Motivate potential respondents.
4. If mailing your questionnaire, include a self-addressed envelope with return postage.
5. Offer the results of your study.
6. Be gently persistent.