

Phase 2: Questionnaire

Remember, the questions that you use in the questionnaire should be aimed at people's own experiences (behaviour) and opinions. Do not ask questions that Google would have answered more substantially.

General tips for setting questionnaires

1. Your questionnaire can be **anonymous or not**.
2. Start with **demographic questions** (see example of Personal Questions in the example below). During processing this will allow you to say for example... *at my school more Grade 10s chew gum than any other grade*.
3. Be very clear if people should answer **one or more of the options** that you have provided.
 - a. Square checkboxes enable people to choose more than 1 option (specify how many they may select in a description – e.g. "Choose only 2" or "Choose all options that apply to you")
 - b. Round multiple choice questions (radio buttons) limits people to 1 option (specify in description "Choose only one")
 - c. If you are uncertain whether one of the options will be applicable to people or if they may have a different opinion, give them an option called "Other:".
4. Check your questions and do not **exclude some people**. Be careful of options that exclude people, for example:
 - a. Only people who attend school.
 - b. Only people who have jobs.
 - c. Only people who have children.
 - d. Only people who have cell phones, etc.
5. Questions have to be analysed in Excel and Access, so have **few open-ended questions** where people can type whatever they want.
 - a. In all questions **give your respondents options** rather than let them type in answers. Multiple Choice, Check Boxes, Grids, and Sliding Scales.
 - b. Instead of asking **open-ended questions** such as what do you think/feel about etc. Is to write a statement, then ask if the respondent Strongly agrees, agrees, does not agree.
6. Think carefully if a question should be compulsory/required or not. If a question is not applicable to all people, you should not make it compulsory/required.
7. Give descriptions where needed to clarify what you expect the person to do and specifically indicate if a question is **compulsory/required** or not.
8. Do not include **two ideas in one question**. e.g. *Do you want dinner or lunch at the event?* That should be two separate questions.

9. Always start with an **explanation** and end with a **thank you** and the option to save their responses.
10. Check your **grammar and spelling**.
11. At least **30 responses** makes a good statistical sample of data.

Example One: Crowdfunding

The questionnaire title must be related to your problem.

You must have 3 clear sections with headings:

Personal questions, questions about your problem and questions about crowdfunding.

Personal Questions

- Name & Surname (optional if one wants to remain anonymous)
- Gender
- Date of Birth – Preferably use separate drop down lists for the year, month and day (numeric only) so that you can use the Date() function in Excel to convert it to a date. This is your choice, as you might think of other options that could apply.
- Tick everything that is applicable to you, e.g. student, learner, parent, employer, employee, looking for work, and so on. The reason for this is that students and learners are less likely to donate money to a cause.
- Other questions related to your problem, e.g.:
 - If your cause is water shortage, you could ask what province the person is from as it may influence their opinions.
 - If your cause is pets that end up at the SPCA, ask people if they have pets.

Questions about the Problem

Do not use emotive language to make people feel ashamed and to say they care if they do not. **Be as neutral as possible** to get honest answers.

A few ideas for questions can be found below. You do not have to use it (you may), but it will help you to think of other questions. You have to ask at least 1 of each type of question (minimum 5 in total).

Yes/No questions:

- Are they aware of this type of problem?
- Have they ever contributed money or time to the problem?

Multiple choice questions:

- What are their opinions about the problem (give an option for “Other:”)?

- Cause (What do they think causes the problem?)
- Solutions (What do they think might be a solution? Ensure that one of the options relate to something that can be funded or bought with money)

Questions about crowdfunding

Give a definition under the title before you start with questions. Be careful that you do not give the business definition since the cause is not profit driven, but rather a donation type crowdfunding.

Yes/No questions:

- Did people know what crowdfunding is before reading the definition?
- Do they know there are different types of crowdfunding?
- Have they ever participated in crowdfunding?
- Are they generally sceptical about donations for any type of cause or do they trust that the money will be used responsibly?

Multiple choice questions:

- Are they more willing to donate cash or use EFT for donations, or would they donate money on a crowdfunding site?

Scale questions:

Remember to clearly indicate what both sides of the scale represents for this type of question.

- How import do they think it is to address this problem?
- How likely is it that they would donate money to this cause?

Monetary questions:

- How much would they be willing to donate? Specifically ask if it will be once-off, or on a monthly basis. Also clearly indicate that they are not required to actually make the donation.
 - Set it to be numbers only, like currency or numeric, In Google Forms Response Validation – Number – is Number with a description that reads “Only type a numeric value.”)

Example Two: Topic: Fake News

The questionnaire title must be related to your problem.

There should be 2 sections: Personal Questions and Questions about Fake News.

Personal Questions

- Name & Surname (optional if one wants to remain anonymous)
- Gender
- Date of Birth – Preferably use separate drop down lists for the year, month and day (numeric only) so that you can use the Date() function in Excel to convert it to a date. This is your choice, as you might think of other options that could apply.
- If people are finished with school, let them indicate if they studied after school and if so, for how many years. (*Reason: Studies have determined that people who are well educated do not easily fall for fake news*)

Questions about Fake News

Give a definition under the title before you start with questions. Explain clearly how a Hoax (a ridiculous story) is not the same as Fake News. The aim of Fake News is to convince you that it is real news, for example news about political figures, news about laws, news about specific religious groups and their impact, warning to communities about new types of crime, etc.

A few ideas for questions can be found below. You do not have to use it (you may), but it will help you to think of other questions. You have to ask at least 1 of each type of question (minimum 5 in total).

Yes/No questions:

- Are people aware of the occurrence of Fake News?
- Do people check facts before they share news?
- Do they know how to fact check?
- Do they correct people if they see them sharing fake news via social media, for example, WhatsApp?

Multiple choice questions:

- How do people choose if they want to share?
Were they asked to share? Did the article sound interesting or important? Did they trust the person who posted it? Did they trust the website on which the article was published? Did they check if the website is reliable?
- Give a mixed list of reliable and unreliable news websites and let them indicate which ones they think are reliable.
- Where do they find their news: social media, actual news website, TV, radio?
- Which one is least reliable: news on TV, news on radio, online articles?

Scale questions:

Remember to clearly indicate what both sides of the scale represents for this type of question.

- How do they make sure something is real before they share it?
- How often do they receive fake news stories?
- How easy is it to determine if a story is true or false?
- How embarrassed do they feel if they fell for something, shared it and then someone points out to them that it is fake? *This only applies to people who have shared fake news*
- How much of a problem is fake news in South Africa? *(Google would have a good answer, but we want to find out how aware people are of the problem)*