Roundtable discussion
What makes a questionnaire ‘comprehensible’

Rachel Vis-Visschers
Statistics Netherlands

7th Quest Workshop
Bergen Norway, 18-19-20 May 2009
‘Comprehensible forms’

– Government programme.
– Reducing administrative burden companies and civilians.
– How many forms from or for the government are there?
– Which institutions are responsible for those?
– Who in those institutions is responsible?
Reducing administrative burden

– Education, but how...?
– Ger Snijkers in Advisory commission.
– Questionnaire lab got involved.
– Workshop was developed.
Workshop Comprehensible forms

– Participants from different government institutions: Tax office, ministries, provincial government, municipalities.

– Different forms and questionnaires – same problems.

– Same methodology →
10 steps to reach a ‘good’ form

1. **Preparation**
   With whom? What tools? What specifications?

2. **Goal**
   Why (for what) will this form be used?

3. **Target population.**
   Who will have to deal with the form?

4. **Strength and weaknesses.**
   What are the known strong and weak point of the form?

5. **Information analyses.**
   What data should the form generate?

6. **Form design.**
   Use checklist

7. **Pre-testing.**
   Testing and evaluating before the fieldwork

8. **Publication**
   The form is taken into production or is implemented.

9. **Evaluation.**
   Evaluation of the form in practice (monitoring).

10. **Maintenance.**
    Maintenance of the form.
What makes a form comprehensible?

– Language
– Symbols
– Colour
– Numbers

and also...

– Commitment of management
– Position / function of form maker (designer)
– Power of IT-department
– ...
