

Introduction to Questionnaire Design for Impact Evaluation

Universidad de Belgrano, Buenos Aires

School of Natural and Applied Sciences building

Address: Villanueva 1324, 2nd Floor

(Auditorium located 50 meters from central building)

18 October 2016, 12:30PM - 4PM (arrivals 12:15PM)

Workshop Programme

Time	Session	Description
Arrivals from 12:15pm		
12:30	Welcome, Introductions and Overview of Workshop	
12:45	<p>Why (not) use questionnaires for impact evaluation?</p> <p>This presentation introduces surveys as an evaluation instrument with particular strengths and weaknesses when it comes to impact measurement. Examples of different uses of survey methods in evaluation will be provided to illustrate their value for answering evaluation questions relating to impact.</p> <p><i>Presentation by Dr Eric Jensen</i></p>	<p><i>10-minute presentation, plus 10 minutes of discussion time</i></p>
1:05	<p>Designing questionnaire-based impact evaluation projects, processes and sampling procedures</p> <p>This session covers sampling and evaluation design. There are a number of important considerations at the outset of designing an evaluation using survey methods. On a practical level, you need to self-assess your available time and resources to work out how large of a sample size and what type of questions you can afford to include. Looking ahead to your analysis also informs survey design decisions.</p> <p>This presentation also outlines the role of refusal logs, which are used to evaluate the risk that your sample of survey respondents is systematically biased due to patterns of non-participation.</p> <p><i>Presentation by Dr Eric Jensen</i></p>	<p><i>15-minute presentation, plus 10 minutes of discussion time</i></p>
1:30	Coffee/Tea Break (25 minutes)	
1:55	<p>How to develop good impact survey questions and response options</p> <p>This presentation provides an overview of key principles of survey question design for impact evaluation, as well as the range of options available to you when constructing an impact evaluation questionnaire. The presentation also offers tips on avoiding common</p>	<p><i>30-minute presentation, plus 15 minutes of discussion time</i></p>

	pitfalls in question design for impact evaluation. <i>Presentation by Dr Eric Jensen</i>	
2:40	Designing an impact evaluation questionnaire for children <i>Presentation by Sarah Spooner</i>	<i>5-minute presentation, plus 5 minutes of discussion time</i>
2:50	Small group discussion: Developing your own questions This session will help you hone your ability to develop good impact survey question and response options. You will develop survey questions designed to measure outcomes relevant to your work in small groups, getting on the spot critical feedback from your group and the speakers.	<i>Small group break out session (20 minutes)</i>
3:10	<i>Comfort Break (5 minutes)</i>	
3:15	Deciding whether to conduct your questionnaire data collection using automation This presentation discusses the value of using electronic devices to gather survey data, as well as the practical options for achieving this. When used appropriately, such technology-enhanced survey research can save enormous amounts of time and resources. This session also discusses options for automated questionnaire data collection for impact evaluation. This presentation will also include discussion of the ZooWise project. <i>Presentation by Dr Eric Jensen</i>	<i>15-minute presentation, plus 10 minutes discussion time.</i>
3:40	Case study: Using automated data collection at Flamingo Land, UK <i>Presentation by Sarah Spooner</i>	<i>5-minute presentation, plus 5 minutes of discussion time</i>
3:50	Closing thoughts and final questions	
4:00		