



involvement insights:

ENGAGEMENT AS A RESEARCH PROCESS

APPROACHING RESEARCH

It is important to clarify your aims and objectives before beginning a research process. They tell you where you're going, they keep you on track along the way, and enables you to evaluate the success of your research.

Ask yourself why you are doing this research you want to engage. What do you already know and what do you want to find out? What are your research questions?

CHOOSING THE RIGHT METHOD

Deciding that you'll do a survey still requires more thought. Is it more useful to gather qualitative or quantitative data? Different approaches are needed for surveys depending if you are asking the questions directly, or if the respondent is completing a survey on their own.

STRUCTURING A QUESTIONNAIRE

Any questionnaire should be broken up into a series of 'modules' or 'themes', which are likely to explore different variables. Similar questions should be grouped to make the process easier for the respondent to follow.

Questions should be in a logical order. Start with an introduction to awaken the respondents' interest in the subject, followed by a few simple questions to convey the theme of the research. Then move onto asking the target questions, followed by some demographic profiling questions (if appropriate). End with a 'thank you' message and ask for further information e.g. contact details (if appropriate).

ASK THE RIGHT QUESTIONS

Consider the advantages and disadvantages of open and closed questions. Open questions allow the respondent to say exactly what they want to, but requires more effort from the respondent and can be time-consuming to analyse. Closed questions are easy to process and analyse trends, but can be irritating for respondents who feel unable to get their point across and can sometimes be leading.

Avoid double-barrelled questions, leading questions and loaded questions. Avoid giving the option of 'don't know' as respondents may suffer from 'survey fatigue' and select this as the easy option. Do include the option of 'prefer not to say' for personal / sensitive questions to avoid making the respondent feel uncomfortable about completing the survey.

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