

QUESTIONNAIRE DESIGN IN A SURVEY FOR A MASTER'S THESIS IN SOCIAL SCIENCES

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Abstract. Master student research is currently one of the important components of the formation of the most important competencies of students. Questionnaire design in a survey is one of the main methods for obtaining information by students. Most master students independently compose questionnaires, not relying on scientific statistical approaches, when processing the results, the main criterion is the arithmetic mean. Therefore, in many research papers of master students, various kinds of mistakes were made: from inaccuracies to gross violations of the questionnaire.

The purpose of any questionnaire for a master's thesis is not just to get answers, but to get reliable information. However, the results of the survey, which are often presented as a real fact and reliable information, do not often meet the requirements of reliability. As a rule, the reason is in violation of the requirements, which are extremely important to observe when drawing up questionnaires and conducting the questionnaire procedure.

The object of the research is questionnaire design in a survey for a master's thesis.

The subject of the research is the analysis of the most typical research standards violations.

The aim of the research is to prevent the violation of the requirements, which are extremely important to observe when drawing up questionnaires and conducting the questionnaire procedure.

Key words: sociological research, survey research, questionnaire design, stages of development of survey research, analysis of questionnaires

Main provisions

A questionnaire is a written survey in which communication between a sociologist-researcher and a respondent is mediated by a questionnaire. The questionnaire survey assumes a fixed order, content and form of questions, a clear indication of the ways of answering. The results of the survey largely depend on perception and understanding of the written text in the questionnaire by the respondent. Before distributing the questionnaire to the selected respondents, the researcher must check the validity of all questionnaire items. Also the consistency of the survey results is verified by checking the reliability of the questionnaire.

Questionnaire design in a survey is not a new method for obtaining information by masters' students. However, the analysis shows the research standards violations in questionnaire construction and processing.

Introduction

There are four types of empirical research methods in sociology: surveys, observation, document analysis, and experiment. Types of surveys (questionnaires, interviews) refer to survey methods; observation, analysis of documents and

experiment - to non-survey. The survey, as a way of obtaining certain information, has been known for quite a long time.

A survey is a sociological method of obtaining information in which people (they are called respondents) are asked to answer specially selected questions in written or oral form [1].

The sociologist turns to survey methods in the case when the studied problem is insufficiently provided with documentary sources or such sources are not available at all.

Using the survey, you can study:

- meaningful characteristics of mass or individual consciousness;
- social or interpersonal relationships that are little or not amenable to direct observation;
- public opinion;
- needs, interests, motivation, moods, values, and beliefs of people.

There is evidence that the first surveys were conducted back in the Middle Ages. Researchers outline three distinct stages of development of survey research [2, p.861]. Each stage led to transformation of survey research methods due to changes in society and application of new technologies. The first period (1930–1960) enhanced the design of data collection and the statistical analysis. The second period (1960–1990) comprises the employment of the survey method in different spheres (quantitative social sciences). The third period (1990 to present) is undergoing significant development of survey research (alternative modes of data collection).

Materials and Methods

Nowadays surveys have evolved and become one of the most common research methods. Survey data collection may be conducted by phone, mail, online, and also in streets or in malls.

By questionnaire questions, experts understand all speech messages addressed to respondents in interrogative, affirmative and (or) negative formulations, as well as the proposed answers[2]. Requirements for questionnaire questions: clarity, consistency, accuracy, conciseness, convenient form of recording.

A questionnaire survey in a sociological study has important functions: indicator, communicative and instrumental.

The indicator function is that the question provides the desired information, and not any other. values, beliefs of people.

The provision of the indicator function is connected with the justification of the formulation of the question regarding the measured characteristic (indicator). When the indicator is defined, it is possible to assess whether the formulated question is its indicator, whether it can give the desired information. The ability of the question to study the measured characteristic, and not any other, is called the validity of the question.

The communicative function of the question is determined by the respondents' understanding of its meaning, the sincerity and reliability of the answers.

The instrumental function of the question is connected with the observance of special requirements for the accuracy and stability of measurements.

The identification and evaluation of the instrumental function of the question is connected, firstly, with the development of the traditions of psychological practice of testing and psychodiagnostics. These traditions developed in parallel with the development by psychologists of methods of mathematical statistics used for processing and analyzing the results of measuring mental and psychophysiological reactions. Secondly, the ideas about the instrumental function of the question arose in connection with the adaptation to sociology of the principles of metrology (the science of measurement quality), which has developed within the framework of natural and technical sciences.

The questionnaire is the main tool of the survey and is a sociological document containing a structurally organized set of questions, each of which is related to the objectives of the study. This relationship is expressed in the need to obtain information reflecting the characteristics of the object under study [4].

The questionnaire has a certain structure, where the important elements are: general instructions, personal information, and the body.

The steps involved in the development of a questionnaire are:

1. Decide what information you need.
2. Identify the target respondents.
3. Select a method to reach your target respondents (by phone, mail, online etc.).
4. Decide on the content of the questions, the wording and the length of the questionnaire.
5. Pre-test the questionnaire.
6. Get the revised form.

There are certain requirements for the questionnaire questions. The first questions should be the most interesting, causing a desire to continue answering questions. Questions should be appropriate to the level of the student. It is desirable that the question begins with an interrogative word: who, what, whom, where, when, how, why, under what conditions.

The proposed answers should be formulated correctly, equal in terms of the number of words or letters. The answer options should not push to the option closest to the opinion of the questionnaire compiler.

Table 1 Key steps and tasks in questionnaire design (Adapted from “Using surveys for understanding and improving foreign language programs”) [3, p.10]

| STAGE | SUBTASKS | ISSUES TO CONSIDER |
|-----------------------|--|---|
| <i>Development</i> | Survey drafting Survey review/ editing Piloting | How much time is needed? Who will review? |
| <i>Administration</i> | Administration start date Administration period | When are respondents available? For mailed/online surveys, how long will the administration period be? |

| | | |
|---------------------------------------|-------------------------------|---|
| <i>Analysis</i> | Compiling/ Organizing data | Paper-based administration? Data will need to be organized by hand Large amounts of textual data can take time to analyze/interpret |
| <i>Interpretation & Reporting</i> | | How will data be presented? |
| <i>Use</i> | | What kinds of decisions and actions will be taken? |

Results

To analyze the structure, typology of questions and processing the results, the questionnaires presented in master's degree theses written by Kazakh Ablai Khan University of International Relations and World Languages students were used.

30 master's degree theses were analyzed, in which the authors used a questionnaire. The analysis revealed the most typical research standards violations.

Inaccuracies related to the choice of respondents:

1. A small number of respondents (from 10-15 students).
2. Unreasonable choice of respondents (teachers of English).

Other violations include:

1. insufficient competence of respondents in the subject of the study (students of grades 9 were asked to assess competence formation);
2. using explicit or implicit hints in the questionnaire questions;
3. using terminology that does not correspond to the age of the interviewees;
4. a large number of questions in the questionnaire (up to 20-25), leading to automatic filling;
5. different types of items (open and closed) and different options (3-4) to the items in one questionnaire:

| |
|--|
| <p>6. “Студенттердің мәдениетаралық қатысымын дамыту” деген ұғымды қалай түсінесіз? Еркін жауап: _____</p> <p>7. Сіздің ойыңызша, студенттердің мәдениетаралық қатысымын дамыту үшін сабақ барысында жергілікті көңіл бөлініп жүр ме? А. Ия. Ә. Білмеймін Б. Жоқ. В. Мүмкін.</p> <p>8. Шеттілдік білім беруде студенттердің мәдениетаралық қатысымын қалыптастыруға қалай қарайсыз? Еркін жауап: _____</p> |
|--|

14. Сіздің ойыңызша түпнұсқалы мәтіндер мәдениетаралық қатысым кезінде маңыздыма?

- Ә. Маңызды емес.
- Б. Маңызды деп санаймын.
- В. Жоқ.

15. Шеттілдік атмосфераны түпнұсқалы материалдар негізінде құру мүмкінбе?

- А. Ия әріне.
- Ә. Мүмкін емес.
- Б. Мүмкін.
- В. Жоқ.

6. Violation of the rules of content validity is seen in the absence of connections between items and issues to measure, the formation of informational and communicative competence of profile orientation, in the following questionnaire:

“Questionnaire to determine the interest of future Foreign Language teachers in ICT in the formation of informational and communicative competencies of profile orientation”:

1. How long have you been learning English?
2. Do you want to learn English?
3. Are you studying extracurricular English?
4. When do you do your English homework?
5. How did learning English impress you?

Conclusion

The results of this investigation show that the questionnaire is one of the most important tools of sociological research, which allows you to quickly and effectively obtain a large amount of information. The results of the survey are available for mathematical processing; a large number of people can be interviewed in a short period of time.

The purpose of any questionnaire for a master’s thesis is not just to get answers, but to get reliable information. Getting it is sometimes hindered by mistakes made by master researchers conducting a survey. The results of the survey, which are often presented as a real fact and reliable information, do not often meet the requirements of reliability. As a rule, the reason is in violation of the requirements, which are extremely important to observe when drawing up questionnaires and conducting the questionnaire procedure.

The analysis of questionnaires and processing of their results showed that typical mistakes are: related to the choice of respondents, to the structure of the questionnaire, to the processing of questionnaire results.

To obtain reliable results, it is necessary to take a serious approach to the compilation of the questionnaire, competently select respondents, make sure with an expert group that the question is adequate and understandable for the respondents, and only then proceed to the survey itself.

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ӘЛЕУМЕТТІК ҒЫЛЫМДАР БОЙЫНША МАГИСТРЛІК ДИССЕРТАЦИЯҒА АРНАЛҒАН САУАЛНАМА ӘЗІРЛЕУ

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Андатпа. Магистранттардың зерттеу жұмысы қазіргі уақытта студенттердің маңызды құзыреттіліктерін қалыптастырудың маңызды компоненттерінің бірі болып табылады. Сауалнама барысында сауалнамалар құрастыру студенттердің ақпарат алуының негізгі әдістерінің бірі болып табылады. Магистранттардың көпшілігі ғылыми статистикалық тәсілдерге сүйенбестен сауалнамаларды дербес жасайды, нәтижелерді өңдеу кезінде негізгі критерий арифметикалық орта болып табылады. Сондықтан магистранттардың көптеген зерттеу жұмыстарында әртүрлі қателіктер жіберілді: дәлсіздіктерден бастап сауалнаманың өрескел бұзылуына дейін.

Магистрлік диссертацияға арналған кез - келген сауалнаманың мақсаты-жауап алу ғана емес, сонымен қатар сенімді ақпарат алу. Алайда, көбінесе нақты факт және сенімді ақпарат ретінде ұсынылатын сауалнама нәтижелері көбінесе сенімділік талаптарына сәйкес келмейді. Әдетте, себеп сауалнамаларды дайындау және сауалнама жүргізу кезінде сақтау өте маңызды талаптарды бұзу болып табылады.

Зерттеу нысаны-магистрлік диссертацияға арналған сауалнаманы әзірлеу.

Зерттеу пәні зерттеу стандарттарының ең типтік талаптарды бұзу мысалдарын талдау болып табылады.

Зерттеудің мақсаты-сауалнамаларды дайындау және сауалнама жүргізу кезінде сақталуы өте маңызды талаптардың бұзылуын болдырмау.

Тірек сөздер: әлеуметтік зерттеу, сауалнамалық зерттеу, сауалнамаларды әзірлеу, сауалнамалық зерттеулерді әзірлеу кезеңдері, сауалнамаларды талдау

РАЗРАБОТКА АНКЕТЫ ДЛЯ ПРОВЕДЕНИЯ ОПРОСА В МАГИСТЕРСКОЙ ДИССЕРТАЦИИ ПО СОЦИАЛЬНЫМ НАУКАМ

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Аннотация. Исследовательская работа магистрантов в настоящее время является одной из важных составляющих формирования важнейших компетенций магистрантов. Составление анкет в ходе опроса является одним из основных методов получения информации магистрантами. Большинство магистрантов самостоятельно составляют анкеты, не полагаясь на научные статистические подходы, при обработке результатов основным критерием является среднее арифметическое. Поэтому во многих исследовательских работах магистрантов были допущены различного рода ошибки: от неточностей до грубых нарушений правил составления анкеты.

Цель любой анкеты для магистерской диссертации - не просто получить ответы, но и получить достоверную информацию. Однако результаты опроса, которые часто представляются как реальный факт и достоверная информация, часто не соответствуют требованиям надежности. Как правило, причина кроется в нарушении требований, которые крайне важно соблюдать при составлении анкет и проведении процедуры анкетирования.

Объектом исследования является разработка анкеты для проведения опроса в рамках магистерской диссертации.

Предметом исследования является анализ наиболее типичных нарушений стандартов проведения исследования.

Целью исследования является предотвращение нарушения требований, которые крайне важно соблюдать при составлении анкет и проведении процедуры анкетирования.

Ключевые слова: социологическое исследование, анкетное исследование, разработка анкеты, этапы разработки анкетного исследования, анализ анкет

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