

There are lots of ways that you can get feedback about your services and the difference you are making. Questionnaires, hard copy or on-line are quick and easy to give out and fairly simple for people to complete. However they are not the only method and caution must be taken on over use: They are not good if people aren't literate, have English as a second language or are unused to writing things down. People get form fatigue and generally they are not that much fun... This work sheet looks at Tick box vs Opened Ended Questionnaires and gives you the opportunity to create your own.

Tick box options may need to be researched or piloted beforehand, and the questions need to be very specific. You might wish to base response options in any such questionnaires you develop on feedback you have received before or you may miss important things. You also need to think carefully about what you're asking and the point of questions:

"Did you like the course: yes/no" does not give you much useful information, whereas "What did you like most about the course (tick up to 3 options) would at least give you an idea about why people like the course. However, unless you have written this list based on previous feedback or you can pilot it, you might miss the fact that actually what people liked best about the course is e.g. meeting other participants. You could follow this question with "what did you like least about the course" or "what did you dislike".

Christmas Quiz Example

Christmas Quiz Open Questions

What do you most like about Christmas ?

What do you least like about Christmas ?

What would make Christmas better for you?

What difference does Christmas make for you and your family?

Any other comments

Christmas Quiz Tick Box questions

What do you most like about Christmas? *Tick up to 3 options*

The food	The parties
The lights/decoration	Contact with relatives/friends
The present	Time off work
Other	

What do you least like about Christmas? *Tick up to 3 options*

The cooking	The expense
Seeing relatives	Television shows
Overexcited children	Silly Quizzes!
Other	

What would make Christmas better for you? *Tick up to 3 options*

More time to prepare	Less cooking/preparation
Time on your own	Ignoring it (Bar Humbug)
More parties	Nothing
Other	

What difference does Christmas make for you and your family? *Tick up to 3 options*

Fun time together	Time to relax
Lots of arguments	Feeling stressed/ let down
Messes up routine	Appreciate each other
Other	

Any other comments

These examples show the sort of information you might get from a tick box form compared to an open form. The two quizzes were given to seven people. They were each given the open-ended questionnaire first, then the tick box one.

You will notice below that the open ended form gave a wider variety of responses and that for some questions the two forms highlight very different issues/priorities from the same people.

You can also see in the 'what do you like most about Christmas?' quiz, that although the same sort of responses came up, the numbers highlighting things were quite different. The most common response on the open forms was the food, and for the tick box ones, time off work and time with family

What do you like most about Christmas? Tick Box Questionnaire – Responses

Presents	1	Contact relatives/friends	5
The parties	1	Time off work	6
Food	3	Lights/decorations	1

What do you like most about Christmas? Open Questions Responses

- Lunch
- Getting together with the family
- Being off work
- Time off
- The food
- Spending time as a family
- Family time
- Fun/games
- Food yum yum
- Time with friends
- Some cooking
- Seeing people

What do you least like about Christmas? Tick Box Questionnaire – Responses

The expense	4	Seeing relatives	1
Television shows	3	Over excited children	1
Silly quizzes	2	The cooking	
Other: consumerism			

What do you least like about Christmas? Open Questions Responses

- Expense
- The TV
- Overeating
- Queues in supermarkets
- Wet weather
- Commercialism
- Stress
- The preparation
- Buying stuff, too many cards
- Crowds in the shops

In the 'What do you least like'? The open form shows quite different responses to those listed on the tick box form.

Creating your own questionnaires

If you wish to create your own questionnaires, then keep the following things in mind:

- Think about what you want to find out
- Keep questions short and clear
- Keep it simple
- Make it look appealing
- Keep the questionnaire short
- Always pilot your questionnaire or get someone else to read it for you before using it



Use the plan below to help you create your own questionnaires

What work/service do you want to ask questions about?

Whose views do you want to capture?	Tick as many that apply	.
Current Clients/participants	Partners	
Past service users	Non users	
Volunteers	Other	

Other:

Do they have any particular needs or issues? (e.g. partners have limited time, clients may not be literate...)

Why do you want their views?	Tick as many as that apply	.
So you can improve your service	To prove a case for the service	
To find out what else they want	To find out what difference you're making	

Other:

What do you want to know?	Tick as many that apply	.
Why they are coming/using the service	What they expect from your service	
If they enjoyed it	What people learnt	
What they liked/disliked	What difference it has made for them	
What would make your service better	What difference it's made for their family or community	

Other:

For more ideas on how to measure your Impact visit:
<http://www.claritycic.org/resources.html>

When & How?

Ideally you should evaluate throughout a piece of work, especially if it is a new group/service. You will always need to evaluate at the end to see what difference you have made and should generally evaluate at the beginning for a baseline so you can show change. Consider your audience, research how they usually connect with your organisation or service or where they may access information most frequently.

Think about how you would use the information you are collecting - if you wouldn't use it, then don't ask it!

This work sheet is in a series of organisational development activities aimed at organisations with a social purpose that can be completed in under an hour. For more Clarity and support on any of the above issues visit: www.claritycic.org Email: info@claritycic.org Tel: 01363 860151

