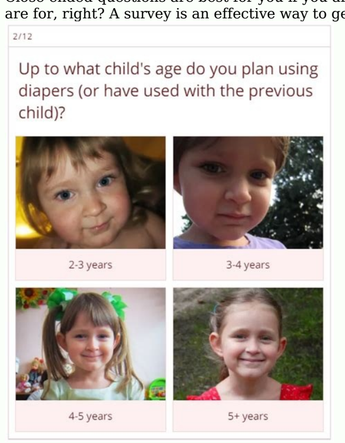


Continue

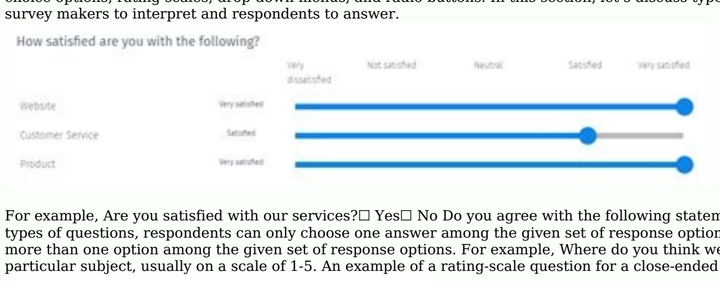
What is close ended question pdf

Closed ended questions. Closed questions. Closed questions meaning.

Close-ended questions are best for you if you are looking to collect survey responses within a limited frame of options. They are framed to collect primary data and are the basis of all statistical analysis techniques applied to questionnaires and surveys. The only way to understand what is on your customer’s minds is to ask them. That’s what surveys are for, right? A survey is an effective way to get actionable customer feedback. But while creating a survey, considering the way questions are structured is crucial. The way you ask questions determines the answer you are going to get. After all, using the appropriate type of questions is the key to collecting data efficiently.



So in this blog, we will discuss what closed-ended questions are. We will also look at its types, examples, and how you can use them in your surveys. What Are Close-Ended Questions? Close-ended questions are the ones that offer respondents a limited set of responses to choose from. In other words, they are designed to provoke a single-word answer from participants without giving it much thought. A simple example of a close-ended question includes “Do you like ice cream?” Here, respondents will answer with a simple “Yes” or “No.” Close-ended questions are opposite to open-ended questions, where respondents can share their thoughts and opinions in-depth by replying in an open-text format answer. When you want to collect quantitative data that can be analyzed quickly, close-ended questions are your best option. Due to their limited responses, these questions usually generate a high survey response rate and rapidly collect large quantities of data. Types of Close-Ended Questions Close-ended questions can be structured using multiple-choice options, rating scales, drop-down menus, and radio buttons. In this section, let’s discuss types of close-ended questions examples: 1. Dichotomous Questions These are the questions that consist of two answer options. It can be “True/ False” questions, “Yes/No” questions, or “Agree/ Disagree” statements. It’s the easiest type of question for survey makers to interpret and respondents to answer.



For example, Are you satisfied with our services?□ Yes□ No Do you agree with the following statement, “It is easy to navigate your mobile app?”□ I agree□ I disagree The sun rises in the east.□ True□ False 2. Multiple-Choice Questions Here, respondents are presented with multiple-choice answer options. It can be divided into two types: In these types of questions, respondents can only choose one answer among the given set of response options. An example of this type of closed-ended survey question includes: How long have you been using our products?□ Less than 6 months□ 6 months-12 months□ More than 1 year□ More than 2 years In these types of questions, respondents can choose more than one option among the given set of response options. For example, Where do you think we can improve our services? (Click all that applies)□ Product Quality□ Shipping Time□ Product variety□ Response Time 3. Rating-Scale Questions Researchers use this type of question when they want respondents to rate how they feel about a particular subject, usually on a scale of 1-5. An example of a rating-scale question for a close-ended survey: On a scale of 1-5, how will you rate your experience with our company? 4.


Worksheet - open ended / closed questions

When Sociologists do research they have to phrase their questions very carefully. They must be clear and straight-forward and have only one possible meaning to the respondent.

It must also be possible to put the information provided into a clear summary.

Here is a list of some questions which are going to be used for a small, random sample of people.

1) Indicate which questions are helpful in Social Research and which are not. Give reasons for your answer.
2) As you are doing this, consider:
Which questions are "open" and which questions are "closed"?

1) What do you think about racism?

2) How many hours homework do you do a night?
a) None
b) Less than one hour.
c) One to two hours.
d) More than two hours.

3) Do you think it was a good thing to go to war with Iraq?

4) Which party do you vote for?

5) Could you explain why people vote for the Conservative Party?

6) Wouldn't you agree that the NHS is in a state of crisis?

7) Do you agree / disagree with the following statement: "religion is in decline in the U.K today"?

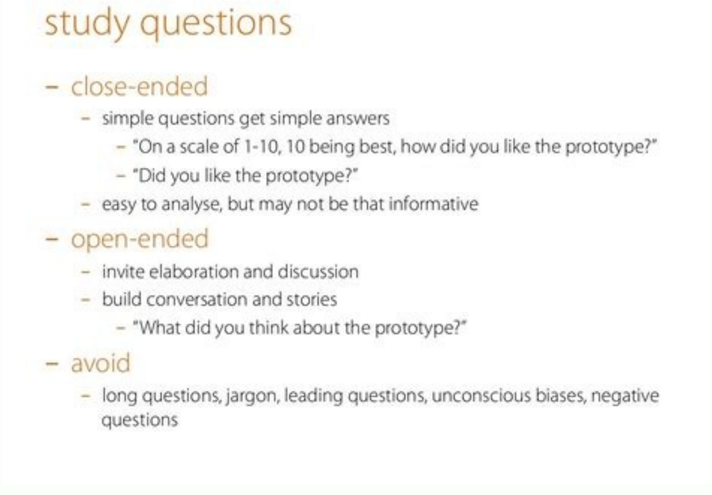
8) Why do you think people commit crime?

9) How would you describe poverty?

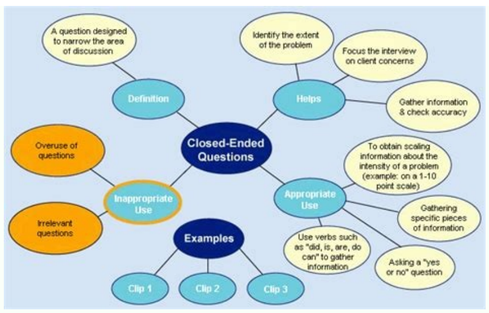
10) "The family is a patriarchal institution". Do you agree with this statement?

(Created by David Kerr 2003)

Ranking Order Questions Ranking-order questions allow respondents to rank multiple-choice options based on a specific order. They ask the participants to evaluate multiple items in a particular order. For example, Please rank the following according to your preference from 1 to 4, where 1 is the most necessary trait that you look for while purchasing:□ Quality□ Cleanliness□ Price□ Service speed 5. Likert-scale Questions A Likert-scale question helps measure the participant’s opinion or attitude towards a given topic. Likert-scale is basically a five, seven, or nine-point scale used to measure the extent to which respondents agree or disagree with a particular question or statement. Close-ended survey question example for a Likert scale is: Do you agree with the following statement?“I found the app easy to navigate.”□ Strongly Agree□ Agree□ Not sure□ Disagree□ Strongly Disagree Let’s discuss 50+ close-ended question examples for a survey. You can use them directly or modify them as per your research. 1. Do you like our services?□ Yes□ No2. On a scale of 1-5, how will you rate your overall experience with us?□ Highly Dissatisfied□ Dissatisfied□ Can’t Say□ Satisfied□ Highly Satisfied3. Does our product offer you the benefit that you were looking for?4. Are you satisfied with our services?□ Yes□ No5. Did you get the results that you were looking for?6. Would you consider purchasing from our brand again?□ Yes□ No7.
Did you like the range of products that we offer?8. Would you recommend us to your friends?9. Did you find our customer service team helpful?10. On a scale of 1-5, how will you rate your experience with our staff?11. Did you know about us before visiting?12. Please rank the following according to your preference, with 1 being most preferred and 5 being least preferred.□ Food taste□ Ambiance□ Waiting Time□ Hospitality□ Location13. Did we fulfill your expectations?14. How will you rate us on a scale of 1-10?15. Did our staff answer your queries?16. Were you greeted in a friendly manner?17. Did you find our staff helpful?18. Will you purchase with us again?□ Yes□ No19. Were you served promptly?20.
Have you tried the latest model of our product?21. Would you like to try the products of our competitors?22. Can we make your experience better?□ Yes□ No23. Is our product no longer useful for you?24. Please rate your level of agreement or disagreement with the following statement: Statements Strongly Disagree Disagree Neutral Agree Strongly Agree 25. The app is extremely easy to navigate. 26. I was quickly able to find what I was looking for. 27. The checkout process is smooth. 28. I can easily add items to my cart. 29.
The customer care team here is prompt in their response. 30. The interface of the app is user-friendly. 31. Did you notice any change in our services?32. Have you heard of our company before?33. Please rate our services out of 5 stars?34.



Which social media platform do you use the most?35. All things considered, is our brand getting better or worse?36. Are you happy with our services?37. Did you find the waiting time too long?38.
Did you wait in the queue to purchase the product?39. Would you like to test our new product?40. Did you find the new feature useful?41. Did you find the checkout process complicated?42. Is our website easy to use?43. Is our store easy to locate?44. Have you ever visited our website?45. Are you satisfied with your time with us?46. Did you use our discounts or coupons?47. Did you receive mail about our promotional events?48. Did you purchase from our competitor before us?49. Did you like our product after using it?50. Do we need any change in our services?51. How long have you been using our products?□ Less than 1 year□ 1- 2 year□ More than 2 years□ Never tried your products52. How will you rate our mobile app? Tips for Using Close-Ended Questions No one likes to fill out a survey that takes hours to complete. To collect data efficiently and increase the survey response rate, you need to keep your participant’s attention span in mind. While using the close-ended questions, make sure to follow the following-given tips to design a clear and concise survey that everyone loves answering. Keep the questions simple. Try to include specific and clear questions in your survey. Participants are more prone to misinterpret or disengage with questions if they find them difficult to understand. Present the questions in a logical order. This holds true, especially for scaling questions like Likert-scale questions. These types of questions should be presented in an order that follows a logical sequence. But, if your question doesn’t follow any sequence, make sure to shuffle them to avoid bias. It’s essential to understand your research topic to ask the right question so that you obtain the answer you were looking for. Asking questions that do not relate to your research objectives might lead to ineffective data collection. Limit the number of questions. Try to restrict the total number of questions in a survey. Only keep the questions that you know will lead to direct insight, and leave the rest. Consider external factors Make sure to consider external factors like where respondents are when they are taking the survey.



If they fill out the survey on their mobile, try to keep it short and easy to complete on the go for the optimal respondent experience. Exhaustive and Exclusive answer choices Answer choices for close-ended questions must be exhaustive (it covers all answer range spectrum) and exclusive none of the answer choices share the same meaning or intent). When to Use Close-Ended Questions? Close-ended questions are used in surveys to gather specific and relevant information. Hence, It becomes necessary to understand when to use close-ended questions to collect actionable and quantitative data. So let's look at the possible areas where close-ended questions can be used effectively. To collect quantitative data Closed-ended questions are ideal for surveys that require statistical information. The questions give us quantifiable data that is conclusive in nature. You can analyze it effortlessly using various statistical methods and also display the result in graphs and charts for better demonstration. The audience can be segmented based on the answers they select to a close-ended question.w For example, you can segment your audience based on demographic factors like the age group of "below 20," "20 – 40," and "above 40." The segments can help you determine what different groups of people want and need. This way, you can use strategies that meet the needs of a particular group. To increase the response rate Surveys with close-ended questions don't require much effort from respondents to fill them. Hence, it increases the survey response rate compared to surveys with open-ended questions that require participants to describe their opinions in-depth. Advantages of Close-Ended Questions You get many advantages while using the list of closed-ended questions in a survey. However, do remember that they are not suitable for all types of research; therefore, you should consider the type of data you want to collect before using them. Let's have a look at some of the benefits of closed-ended questions: Close-ended questions are time-efficient. It doesn't take much time and effort for the respondents to answer. Data collected from close-ended questions are easier to analyze and can be presented easily using tables, graphs, and charts. The answers gathered from the close-ended questions are less likely to be irrelevant, as observed in the open-ended questions. If the respondents would like to provide a unique answer, they can add an 'Other' option in the answer section. Increases the probability that participants will answer personal questions. Provides clarity in the response choices as to what answer is expected from the question asked. It becomes simple to grasp the question and does not discourage response or lead to abandonment. Disadvantages of Close-Ended Questions Though close-ended questions offer numerous advantages, they also have some cons. It's crucial to understand them so you can take proactive steps to decrease or eliminate their occurrence. It can lead to acquiescence bias, making people less likely to criticize your company or products when you need their honest opinions. When close-ended questions are grouped together, it can cause central tendency bias. Too many answer options (like in a rating scale) may be used, which will make the question appear daunting to respondents. Because there is a fixed and limited number of answer options, responders may choose an irrelevant option or skip the question entirely. Inserting the questions that have no relation to the subject will not be able to provide you with the results that you want to achieve. Hence, there must be no ambiguity at all. Difference Between Open-Ended and Close-Ended Questions Close-ended questions are the ones that solicit short and fixed responses from the participants. They are appropriate for the situation when you are looking for a quick and definitive answer. On the other hand, open-ended questions allow respondents to answer freely. They are used when you are looking for a rich level of explanation about a subject. Close-ended questions are suitable for projects that require the collection of quantitative data. This type of data can be easily analyzed using different statistical charts and methods. However, they limit the participant's responses to a predetermined list of response options. Unlike open questions, which open a window for ongoing discussion, closed questions elicit controlled responses. On the other hand, open-ended questions provide quality answers and allow customers to elaborate on their feelings and thoughts.

They offer detailed evidence as to what the consumer wants. But, there is no fixed method of evaluating the participant's responses proportionally. As a result, data analysis becomes difficult. Close-Ended Questions Open-Ended Questions Purpose Questions are designed in a way that offers specific and limited response options to respondents. Questions are designed to elicit a comprehensive answer based on a person's feelings and opinions. Type of Answers Short and factual answers Descriptive & explanatory answers Type of Data Collected Used to collect quantitative data Used to collect qualitative data Question Starts With Questions start with words like 'did,' 'is,' 'when,' 'who,' etc. Questions start with words like 'how,' 'why,' 'what,' etc. Type of Questions Multiple choice, Rating, Likert-Scale, "Yes/No" questions Essay questions Uses Useful when you want specific information Useful when you want general information Example Are you happy with your experience with us?

How would you describe your experience with us? Conduct Your Close-Ended Survey to Gather Quantitative Data Now! By now, you must have understood that close-ended questions are best used when you want direct answers to your questions. It is a valuable way to collect large quantities of quantifiable data that can be easily analyzed. However, there's room for both open-ended and close-ended questions in every survey. And close-ended questions can be easily converted to open-ended questions with a few tweaks. To conduct a close-ended survey efficiently, you need good survey software like ProProfs Survey Maker, which provides free inbuilt survey templates and a reporting dashboard that helps analyze your customer feedback quickly.

There are five publications in the Savvy Survey Series that provide an introduction to important aspects of developing items for a questionnaire. In particular, this publication presents an overview of constructing closed-ended items for a questionnaire. Several resources that give in-depth information on developing questionnaires that may be useful during the construction phase include Dillman, Smyth, and Christian (2014) and de Leeuw, Hox, and Dillman (2008). Remember, the two major question types used in a questionnaire include open-ended—a blank answer space provided for a description of explanation, a list of items, numbers, or dates; and closed-ended—response choices provided (scale, ordered, unordered, or partial). Each of these question types has unique characteristics that may be of use within a survey. This publication looks at the characteristics of the closed-ended question. Closed-ended questions are often used to describe a person's attributes, beliefs, or attitudes (Dillman et al., 2014). The closed-ended format provides the person taking the survey with a range of response options that he/she can select from to indicate his/her answer. There are four closed-ended question types (see Figure 1): Scalar/Likert—responses use a predetermined scale or continuum Ordered—responses have some identifiable order Unordered—responses have no identifiable or logical order Partial—responses include an "Other, (please specify)" option These four question types can all be used within a single questionnaire. Figure 1. Examples of closed-ended questions. Regardless of the closed-ended question type selected, it is important to carefully craft the options being provided. To ensure greater confidence in the findings, response options for closed-ended questions should be: Avoid using jargon or language that is difficult to understand. Avoid using "negatives" in the question stem since negative questions can be confusing to those taking the survey. 2. Mutually exclusive answers Ensure that responses do not overlap. 3. Exhaustive answers Include a list of all answers that are reasonably possible. In situations where an exhaustive list is not available or practical, the survey designer can choose to use a partial closed-ended question with a response option that states Other (please specify). 4. Equal in presenting both the positive and negative sides in the question stem This is especially true when asking either/or types of questions. Poor construction: How much do you agree with the following statement... Better construction: How much do you agree or disagree with the following statement... 5. Conceptually spaced so that the categories are consistent with measurement intent Unbalanced categories may be limited to only certain types of analysis, while balanced categories can be used for more advanced statistical analysis. See Savvy Survey Series #6e for a more detailed discussion on measurement levels and analysis.

It is also possible to group scalar questions that target the same concept in order to create a matrix (see Figure 2). In a matrix, the response categories are typically placed horizontally along the top of the response area, with the targeted items listed vertically down the left-hand side (as shown in Figure 2). Figure 2. Example of scalar matrix. If using a scalar matrix, it is important to limit the items that are included in a single matrix to the number needed for an accurate and reliable measure (so that the burden on respondents is minimized). Respondents can tire over the course of answering a long list to a greater extent than for a short list and, thus, pay comparatively less attention to the items (Kinnell and Dennis, 2011). On the other hand, to gain a more accurate picture of attitudes or beliefs, it is a best practice to use a set of 5–8 items in a single matrix for measuring many concepts. In addition to limiting the number of items in a list, it is also a common practice to limit the number of response categories in the scale. In general, bipolar scales that measure both direction and intensity (e.g., strongly agree to strongly disagree) should have 5 or 7 response options (Dillman et al., 2014). Similarly, unipolar scales that measure intensity only (e.g., no agreement to complete agreement) typically have 4 or 5 response options.

Depending on how the question stem is worded, there are several possible scales that could be used for rating questions. The scale chosen should be matched carefully with the wording used in the question stem so that a logical set of responses is provided. Some common bi-polar scales include very satisfied to very dissatisfied, strongly agree to strongly disagree, complete success to complete failure, and numerical (e.g., -3 to +3). Common uni-polar scales include extremely important to not at all important, high priority to low priority, completely agree to no agreement, all of the time to never, and numerical (e.g., 1 to 5). Note that numerical scales should be used carefully, since respondents may actively avoid using mid- and low-values when labeled with zero and negative codes (Sangster et al., 2001). It is possible to reduce or eliminate the effect of numeric labels when all scale points have both word labels and numeric codes or if the numeric scale is being used for items that are seen as "less personal." Here are some additional considerations to think about when constructing a scalar matrix: Conceptually grouping items Group items that are similar together; this helps increase a person's recall of relevant information while they are taking the survey. 2. Providing balanced scales and question stems In addition to avoiding biased language in the question stem, use an equal number of "positive" and "negative" response options. If two positive options are on the scale (Strongly Agree, Agree), then two negative options of equal weight must be provided (Strongly Disagree, Disagree).

3. Limiting the number of scalar categories to four or five Use four categories if opting for no "middle ground" response. Use five if wishing to include a neutral response option. A "neutral" response is different than No Opinion or Not Applicable. A neutral response captures a truly neutral stance (one that exists, but is neither positive nor negative in nature), while the others are statements that either no opinion actually exists or the item is not applicable to the respondent. 4. Whether it is appropriate to include a non-scalar option like Not Applicable or No Opinion (see Figure 3) This option is not mandatory, but does provide people with an appropriate way to answer the question when no other response is accurate for them. If a non-scalar option is included, then it is important to visually separate these non-scalar responses from scalar ones, as seen with the No Opinion response option in Figure 3.

Figure 3. Example of matrix with non-scalar option. Several guidelines for creating closed-ended items have been suggested by Dillman et al. (2014). When asking unordered closed-ended questions: If asking respondents to rank items, provide respondents with several small groups of target items (5–7) rather than a single, long list. Avoid bias from unequal comparisons by avoiding adjectives that might impact how the respondent views the choices. amazing UF/IFAS Extension staff volunteers participants UF/IFAS Extension staff Volunteers Initial version: Which of the following has the greatest impact on the success of a UF/IFAS Extension program? Improved revision: Which of the following has the greatest impact on the success of a UF/IFAS Extension program? Participants 3. Use forced-choice questions by either asking for the best answer or Yes/No (see Figure 4) instead of check-all-that-apply (Smyth et al., 2006). Figure 4. Comparison between forced-choice questions and check-all-that-apply question formats. 4. Consider using differently shaped answer spaces (i.e., circles versus squares) to help respondents distinguish between single- and multiple-answer questions.

This guideline becomes moot when using an online mode, as it is a standard feature within most online survey platforms (i.e., Qualtrics). When asking ordered closed-ended questions, be sure to: If using a scale, choose an appropriate scale length: 5 or 7 response options for bipolar scales 4 or 5 response options for unipolar scales 2. Choose direct or construct-specific labels to improve understanding and avoid confusion. If you ask about the importance of a topic, use a response scale that also uses "importance" language.

Initial version: strongly agree to strongly disagree Improved revision: not at all important to very important 3. Provide scales that approximate the actual distribution of the variable characteristic in the population of interest. For example, when using income categories (Less than $15,000, $15,000 to $29,999, $30,000 to $44,999, $45,000 to $59,999, $60,000 and above), the middle category should contain the median income for the population of interest. Note the use of the median income, not the average, since income is a variable that is known to be easily impacted by only a few very high responses. In variables such as these, it is better to select the middle (median) number as opposed to the average (mean). 4. Provide balanced scales where categories are relatively equal distances apart conceptually. Again, use equal positive and negative options with similar weights: If (Strongly Agree, Agree), then (Strongly Disagree, Disagree). Also, attempt to make the weight of categories conceptually equal (e.g., for the income category example above, each category has approximately the same weight, about $15,000, except for the last category). 5. Consider how verbally labeling and visually displaying all response categories may influence answers. Visual spacing can impact responses Use equal spacing between items to limit bias 6. Align response options vertically in one column or horizontally in one row. Though quite useful, closed-ended questions do have some limitations. Closed-ended questions can provide respondents with answers they may not have considered otherwise, while at the same time, not offering an answer that accurately captures their true answer. By lacking the desired answer, the respondent can become frustrated in the survey process. This limitation points to the value of pre-testing every instrument prior to using it for actual data collection (see Savvy Survey #8 for further information on pre-testing questionnaires). Developing a high-quality questionnaire is a critical step for collecting useful data for assessing program needs and evaluating the outcomes of programs. The items that are used to collect information must be carefully constructed so that those taking the survey have the ability to answer as easily and accurately as possible. This publication provided an overview of the guidelines for constructing and using closed-ended questions in a questionnaire. The next publication will continue with this topic by examining how to construct indices for a questionnaire. de Leeuw, E. D., Hox, J. J., and Dillman, D. A. (Eds.). (2008). International handbook of survey methodology. New York, NY: Lawrence Erlbaum Associates. Dillman, D. A., Smyth, J. D., and Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method. (4th ed.).

Hoboken, NJ: John Wiley and Sons. Kinnell, Angela and Dennis, S. (2011). The list length effect in recognition memory: an analysis of potential confounds. Memory & Cognition, 39(2), 348–63. Sangster, R. L., Willits, F. K., Saltiel, J., Lorenz, F. O., and Rockwood, T. H.
(2001). The effects of numerical labels on response scales. Paper presented at the annual meeting of the Survey Research Methods Section of the American Statistical Association, Atlanta, GA. Smyth, J.D., Dillman, D. A., Christian, L. M., and Stern. M. J. (2006). Comparing check-all and forced-choice question formats in web surveys. Public Opinion Quarterly, 70(1), 66–77.