

Survey

Variable

Measure

Question Type

Desk Review

Pilot Survey

Contextual Knowledge

Statistical Knowledge

A characteristic or measure that can take on different values in a questionnaire or study.

The process of collecting information from a group of people to gain an understanding of a particular topic or issue.

The format of a question in a questionnaire, such as multiple-choice, open-ended, or Likert scale.

How a variable is quantified or observed in a questionnaire or study.

A small-scale trial of the questionnaire to test its effectiveness and make necessary refinements.

An evaluation of the questionnaire design by reviewing it for clarity, relevance, and potential issues.

Understanding of statistical concepts and methods used in data collection, analysis, and interpretation.

Understanding of the relevant background information and setting related to the survey topic.