



# Questionnaire Pretesting

## WHY IS IT IMPORTANT?

- **Data Integrity:** A well-tested questionnaire reduces errors and ensures the data we collect is accurate and valid.
- **Respondent Experience:** Ensuring that the questionnaire is easy to understand improves the overall experience for future participants, leading to higher response rates and better data quality.
- **Effective Decision Making:** High-quality data from a well-designed questionnaire supports better decision-making in research and policy.

## OBJECTIVES OF THIS SESSION

1. **Spot the Gaps, Polish the Questions:** Identify and correct various issues—whether it's unclear wording, confusing instructions, or response options that don't quite fit. This session is all about finding those tricky spots before the questionnaire is finalized.
2. **Test for Accuracy, Get the Data You Need:** Understand why pretesting is crucial—ensuring that each question is not only clear but also effective in collecting the right information to meet the study's goals.

## WHAT WE'LL DO TODAY

- **Hands-On Testing (10 minutes):** You will go through the 'dummy' questionnaire as if you were a respondent. As you complete it, take note of any difficulties, confusing wording, or issues with the structure.
- **Discussion and Feedback (15 minutes):** Afterward, we will discuss to gather your insights. This is a chance for you to share what worked and what didn't, as well as any suggestions for improvement.

## Focus on the Questionnaire, Not Your Answers

As you complete the 'dummy' questionnaire, please keep in mind that **your individual answers are not important** at this stage. Our goal here is not to gather data from you, but to **identify any issues with the questions themselves**. Remember, no detail is too small! All the best!

---

✉ For further information, please reach out to us at:  
sarahnurain.mn@moh.gov.my; suhana.j@moh.gov.my.