

## **Bonus Table 6.B**

### **Strengths and Weaknesses of Questionnaires**

#### Strengths of questionnaires

- Good for measuring attitudes and eliciting other content from research participants.
- Inexpensive (especially mail questionnaires and group administered questionnaires).
- Can provide information about participants' internal meanings and ways of thinking.
- Can administer to probability samples.
- Quick turnaround.
- Can be administered to groups.
- Perceived anonymity by respondent may be high.
- Moderately high measurement validity (i.e., high reliability and validity) for well constructed and validated questionnaires.
- Closed-ended items can provide exact information needed by researcher.
- Open-ended items can provide detailed information in respondents' own words.
- Ease of data analysis for closed-ended items.
- Useful for exploration as well as confirmation.

#### Weaknesses of questionnaires

- Usually must be kept short.
- Reactive effects may occur (e.g., interviewees may try to show only what is socially desirable).
- Nonresponse to selective items.
- People filling out questionnaires may not recall important information and may lack self-awareness.
- Response rate may be low for mail and email questionnaires.
- Open-ended items may reflect differences in verbal ability, obscuring the issues of interest.
- Data analysis can be time consuming for open-ended items.
- Measures need validation.