



Vocabulary List

AS91263 Design a questionnaire Te waihanga i te uiui pāngarau (version 3)

Term	Definition
anonymous	An anonymous person is not identified by name or any other identifiable details.
anonymity	Anonymity is not being identified by name or any other identifiable details.
census	<p>A census is a survey in which information is gathered from everyone in a target population.</p> <p>Statistics New Zealand runs a census every five years. This is an official count of how many people and dwellings (houses, flats, or other living spaces) there are in Aotearoa New Zealand. The census provides a snapshot of everyone who is here on a particular day. Everyone in the country is asked to complete a set of questions about themselves and the people they live with. People who are just visiting Aotearoa New Zealand fill in the questionnaire too.</p> <p>The data that Statistics New Zealand gathers helps the government to plan services such as hospitals, kōhanga reo, schools, roads, and public transport. Councils, iwi, businesses, and other organisations also use the data.</p>
closed question	Closed questions can be answered with a single word or a short phrase. In questionnaires, closed questions are often followed by a limited number of response options, for example, yes/no or multiple choice answers.
confidentiality	Confidentiality is keeping information secret or private, and it includes not sharing information about someone with another person.
desk review	A desk review is carefully reading through a draft questionnaire to check its design.
ethics	Ethics are principles that protect people's rights and dignity.
ethical standards	Ethical standards are guidelines that help you to act in ways that are fair, kind, and



	respectful.
informed consent	To get informed consent means to provide people with sufficient background information about a questionnaire and then obtain their permission (consent) to participate.
likert scales	Likert scales (Pronounced: Lick-urt) are a type of closed question that gives respondents a statement and asks them to rate how much they agree or disagree with that statement.
multiple choice	A multiple choice question is a type of closed question that allows participants to select one or more responses from a list that you provide.
non-sampling errors	Non-sampling errors are errors or inaccuracies in data that are caused by any factor other than a sampling error. Examples of non-sampling errors include: <ul style="list-style-type: none"> • People choosing not to take part or only completing some of your questionnaire • Language-related barriers that make it difficult for people to participate. • People aren't always honest when they complete a questionnaire. • People who interpret a question or answer differently to the way you intended.
open question	Open questions are questions that respondents can answer in an unlimited number of ways. They are a useful way to gather information on opinions, beliefs, and feelings. Open questions often begin with words such as why, how, or describe.
pilot survey	A pilot survey involves testing your questionnaire on a small group of people and getting their feedback. This is a useful way to check whether the response options you have provided are suitable, for example, if lots of people choose "other" you may need to add some more options.
population	The population is all the people who inhabit a particular place.
PPDAC statistical enquiry cycle	The PPDAC statistical enquiry cycle is a cycle that is used to carry out a statistical investigation. The cycle consists of five stages: Problem, Plan, Data, Analysis, and Conclusion.
privacy	Privacy is the right to keep personal information secret.
questionnaire	A questionnaire is a series of questions that are used to gather information from people.
rating scales	Rating scales are questions that provide a scale of options, for example, rating something from 1 to 10. The respondent chooses a number that matches their response.
sample	A sample is a small part or quantity intended to show what the whole is like.



sample population	A sample population is a group who are selected from a population for a survey instead of surveying the whole group.
sampling error	A sampling error occurs when the results of a sample are not identical to the results you would get if you did a census. We can never guarantee that the information that a questionnaire gathers is a perfect match for the whole population because a sample is only a part of the population. No two samples are identical. If we take a different sample we might get a different result. The only way to avoid sampling errors is to do a census.
sampling frame	A sampling frame is a list of the people that you take your sample from. Ideally, the sampling frame will be a list of everyone in your target population.
sentence completion	Sentence completion is a type of open question that can be quite quick to answer. Respondents are asked to “please complete the sentence”.
statistical error	A statistical error is the difference between the value you get from a data collection process and the true value for a population. If the error is small, the data you have gathered accurately represents the population. If a statistical error is large, the data you have collected is not very accurate.
target population	The total group of people you want to learn something about.
transparency	When designing a questionnaire, you provide transparency for the respondents by stating who you are, the purpose and audience of your questionnaire and whether their responses are anonymous and/or confidential.
variable	A variable is something that can be measured by using a questionnaire.
word association	Word association is a type of open question. Respondents are given some key words and asked to write down the first word that comes to mind when they read them.