## Contents

Preface to the Second Edition xi  
Introduction xiii  

### 1 Questionnaires in Second Language Research 1  
Further Reading 2  
1.1 What Are “Questionnaires” and What Do They Measure? 3  
1.1.1 What a Questionnaire Is Not 4  
1.1.2 What Do Questionnaires Measure? 5  
1.2 Using Questionnaires: Pros and Cons 6  
1.2.1 Advantages 6  
1.2.2 Disadvantages 6  
1.3 Questionnaires in Quantitative and Qualitative Research 9  

### 2 Constructing the Questionnaire 11  
2.1 General Features 12  
2.1.1 Length 12  
2.1.2 Layout 13  
2.1.3 Sensitive Topics and Anonymity 15  
2.2 The Main Parts of a Questionnaire 18  
2.2.1 Title 18  
2.2.2 Instructions 18  
2.2.3 Questionnaire Items 20  
2.2.4 Additional Information 21  
2.2.5 Final “Thank You” 21
2.3 Appropriate Sampling of the Questionnaire Content and the Significance of “Multi-Item Scales” 22
  2.3.1 Appropriate Sampling of the Content 22
  2.3.2 Using Multi-Item Scales 23
2.4 “Closed-Ended” Questionnaire Items 26
  2.4.1 Rating Scales 26
  2.4.2 Multiple-Choice Items 33
  2.4.3 Rank Order Items 34
  2.4.4 Numeric Items 35
  2.4.5 Checklists 36
2.5 Open-Ended Questions 36
  2.5.1 Specific Open Questions 37
  2.5.2 Clarification Questions 38
  2.5.3 Sentence Completion Items 38
  2.5.4 Short-Answer Questions 38
2.6 How to Write Good Items 39
  2.6.1 Drawing Up an “Item Pool” 40
  2.6.2 Rules About Writing Items 40
  2.6.3 Writing Sensitive Items 44
2.7 Grouping and Sequencing Items 46
  2.7.1 Clear and Orderly Structure 47
  2.7.2 Opening Questions 47
  2.7.3 Factual (or “Personal” or “Classification”) Questions at the End 47
  2.7.4 Open-Ended Questions at the End 48
2.8 Translating the Questionnaire 48
  2.8.1 Translation as a Team-Based Approach 50
  2.8.2 Translation with Limited Resources 50
2.9 Computer Programs for Constructing Questionnaires 51
2.10 Piloting the Questionnaire and Conducting Item Analysis 53
  2.10.1 Initial Piloting of the Item Pool 54
  2.10.2 Final Piloting (“Dress Rehearsal”) 55
  2.10.3 Item Analysis 56
3 Administering the Questionnaire 59
  3.1 Selecting the Sample 59
    3.1.1 Sampling Procedures 60
    3.1.2 How Large Should the Sample Be? 62
    3.1.3 The Problem of Respondent Self-Selection 63
  3.2 Main Types of Questionnaire Administration 64
    3.2.1 Administration by Mail 65
    3.2.2 One-to-One Administration 67
## Contents • ix

3.2.3 Group Administration 68
3.2.4 Online Administration 69

3.3 Strategies to Increase the Quality and Quantity of Participant Response 72
3.3.1 Advance notice 73
3.3.2 Attitudes Conveyed by Teachers, Parents, and Other Authority Figures 74
3.3.3 Respectable Sponsorship 74
3.3.4 The Presence of a Survey Administrator 75
3.3.5 The Behavior of the Survey Administrator 75
3.3.6 Communicating the Purpose and Significance of the Survey 75
3.3.7 Emphasizing Confidentiality 77
3.3.8 Reading Out the Questionnaire Instructions 77
3.3.9 The Style and Layout of the Questionnaire 77
3.3.10 Promising Feedback on the Results 78

3.4 Questionnaire Administration, Confidentiality, and Other Ethical Issues 78
3.4.1 Basic Ethical Principles of Data Collection 79
3.4.2 Obtaining Consent for Children 80
3.4.3 Strategies for Getting Around Anonymity 80

4 Processing Questionnaire Data 83
4.1 Coding Questionnaire Data 84
4.1.1 First Things First: Assigning Identification Codes 84
4.1.2 Coding Quantitative Data 84
4.2 Inputting the Data 85
4.2.1 Creating and Naming the Data File 86
4.2.2 Keying in the Data 86
4.3 Processing Closed Questions 88
4.3.1 Data Cleaning 88
4.3.2 Data Manipulation 89
4.3.3 Reducing the Number of Variables in the Questionnaire 91
4.3.4 Main Types of Questionnaire Data 92
4.3.5 Examining the Reliability and Validity of the Data 93
4.3.6 Statistical Procedures to Analyze Data 96
4.4 Content Analysis of Open-Ended Questions 98
4.5 Computer Programs for Processing Questionnaire Data 99
4.6 Summarizing and Reporting Questionnaire Data 100
4.6.1 General Guidelines 101
4.6.2 Technical Information to Accompany Survey Results 103
4.6.3 Reader-Friendly Data Presentation Methods 105
4.7 Complementing Questionnaire Data with Other Information 108
   4.7.1 Questionnaire Survey with Follow-up Interview or Retrospection 109
   4.7.2 Questionnaire Survey Facilitated by Preceding Interview 110

5 Illustration: Developing a Motivation Questionnaire 111
   5.1 Construction of the Initial Questionnaire 111
      5.1.1 Deciding the Content Areas to be Covered in the Questionnaire 112
      5.1.2 Designing Items for the Item Pool 112
      5.1.3 Designing Rating Scales 114
      5.1.4 Designing the Personal Information Section 114
      5.1.5 Designing Instructions 115
      5.1.6 Designing the Questionnaire Format 116
      5.1.7 Grouping and Organizing Items and Questions 116
   5.2 Translating and Initial Piloting 117
   5.3 Final Piloting and Item Analysis 118
      5.3.1 Missing Values and the Range of Responses 118
      5.3.2 The Internal Consistency Reliability of the Initial Scales 119
      5.3.3 Modification of the Personal Information Items 123
   5.4 The Final Version of the Japanese Questionnaire and Post Hoc Item Analysis 124
   5.5 Adapting the Questionnaire for Use in China and Iran 124

Conclusion and Checklist 127
References 131

Appendix A: Combined list of the items included in the questionnaires discussed in chapter 5 139
Appendix B: The final version of the questionnaires used in Japan, China and Iran 149
Appendix C: Selected list of published L2 questionnaires 173
Author Index 179
Subject Index 181