

# Section: Sociological approaches to investigation in Social Medicine

Practical 3 (02 – 06 March)

Questionnaire as a tool of sociological study.

Self-administered questionnaire (SAQ)

**NB!** In relation to this topic there is an individual practical task for students to prepare questionnaire for sociological study in the field of Medicine and Public health.

The deadline for submission is March, 31.

**TASK** should be submitted by mail to your group assistant (information in the table):

Assistant	Groups	E-mail for submission of the tasks
Assoc. prof. Mariela Kamburova	2, 6, 8, 10, 12, 13, 17, 18	<a href="mailto:mariela_kamburova@yahoo.com">mariela_kamburova@yahoo.com</a>
Assoc. prof. Stela Georgieva	7, 9, 11, 14, 19, 20	<a href="mailto:georgieva_sl@yahoo.com">georgieva_sl@yahoo.com</a>
Assist. prof. Dima Tsanova	1, 3, 4, 5, 15, 16	<a href="mailto:d_krumova@abv.bg">d_krumova@abv.bg</a>

# OBJECTIVES

At the end of the lesson the students should be able to:

1. Determine the subject matter of Sociology and Medical sociology.
2. Stress the importance of valid sociological information in medical research and practice.
3. Distinguish the basic sources of sociological information and the their corresponding methods of data collecting.
4. List the steps of sociological study.
5. Classify question types and point their advantages and disadvantages.
6. List main requirements to the questionnaire
7. Know characteristics of different types of conducting of SAQ

*To objectives 1 and 2*

## **SUBJECT MATTER OF SOCIOLOGY**

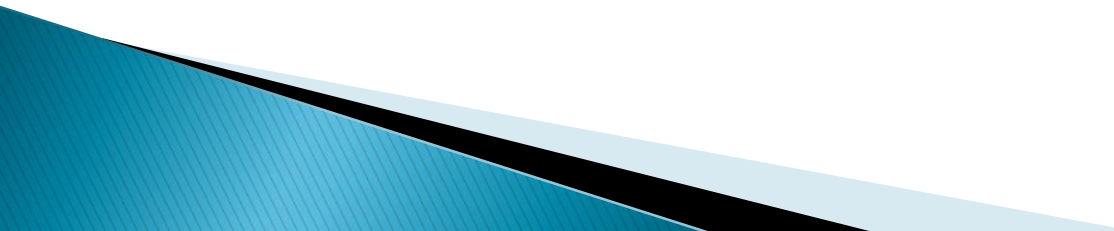
▶ **Sociology** is a science of the community

Socio – community, society

Logos – science

Society is a group of individuals who have organized themselves and follow a particular way of living

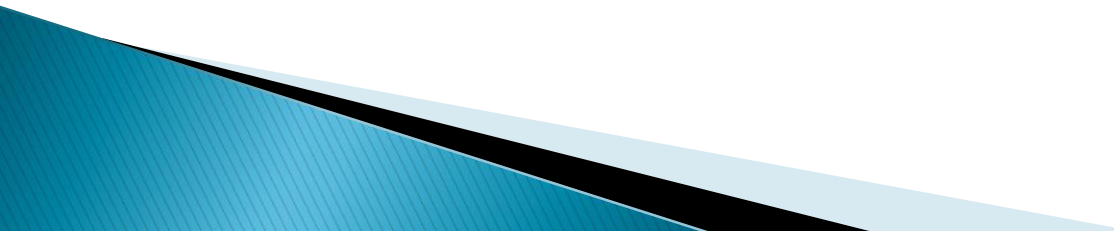
# SUBJECT MATTER OF SOCIOLOGY

- ▶ Sociology is a science of the structure, functioning and development of the society as a system
  - ▶ Sociology is a study of human behavior and its social determinants, for better understanding patterns of human life
- 

# MEDICAL SOCIOLOGY

A part of sociology which examines health related problems in the society.

By sociological methods could be examined:

- People's opinion
  - Health knowledge
  - Health motivation and life style
  - Health workers' satisfaction with their work
  - Students' motivation to study medicine
- 

## *To objective 3*

# **SOURCES AND METHODS OF SOCIOLOGICAL INFORMATION**

<b>SOURCES</b>	<b>METHODS</b>
1. Self-consciousness – verbal information coming from the investigated subject* or subject's circle**	Interview – if the information comes orally (by words) Self-administered questionnaire – if the information comes by writing
2. Subject's behavior	Sociological observation
3. Documents coming from or concerning the investigated subject	Documents review

\*investigated subjects are cold “respondents”

\*\*Subject's circle – family members, colleagues, neighbors

*To objective 4*

## **STAGES OF SOCIOLOGICAL STUDY**

### 1. Planning

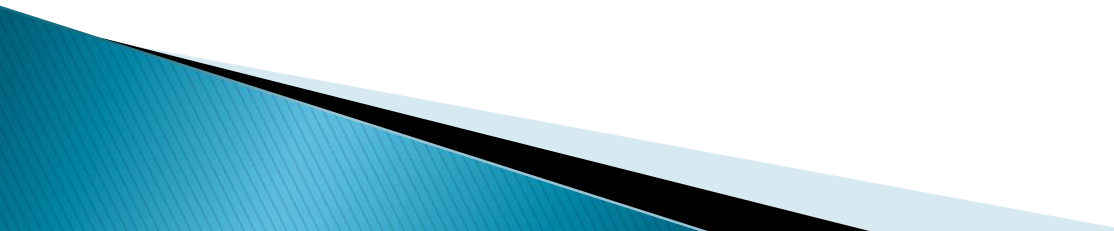
- To define the area to be covered by the study
- To define a topic of the study
- Write the first draft of the questionnaire
- Trial the questionnaire by a pilot study to identify ambiguities, poor questions
- Write the final version of the questionnaire

### 2. Data collecting

### 3. Data analysis



# QUESTIONNAIRE DESIGN

1. Name of the institution or person holding the survey
  2. Topic of the survey
  3. Introduction
    - Aim of the survey
    - How the received information will be used
    - Instruction for answering
    - Guarantee of anonymity
    - Thankfulness for participation
  4. Questions
- 

*To objective 5*

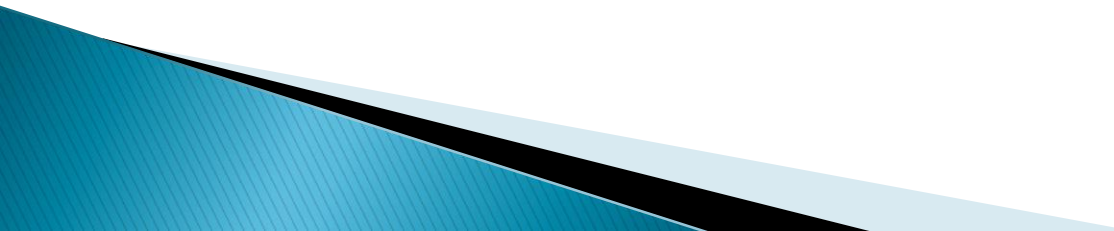
## CLASSIFICATION OF QUESTIONS

### 1. Types of questions depending on the **position in the questionnaire**

- **Introductory questions** – give general information and predisposed the respondents to the topic
- **Selective questions** – divide the respondents in groups depending on their characteristics
- **Basic questions** – collect the basic information
- **Identification questions** – refer to main socio-demographic characteristics of the respondents (age, gender)

# CLASSIFICATION OF QUESTIONS

## 2. Types of questions depending on the **answers**

- **Open-ended questions** – without predetermined options for the answers
  - **Closed-response questions** – with a list of predetermined options
  - **Semi-closed questions** – a combination between open and closed questions
- 

# TYPES OF QUESTIONS - EXAMPLES

## Study on smoking habits of active age people

**Introductory question** – direct respondent's thoughts to the topic; closed-response question, forced choice

1. Do you think that smoking is a serious public health problem?
  - A. Yes
  - B. Rather yes
  - C. Rather no
  - D. No

**Selective question** – divides subjects under study in groups depending on smoking habits; closed-response, yes/no scale

2. Do you smoke?
  - A. Yes
  - B. No

**Basic questions** – collect basic information

3. How long do you smoke? – closed-response
  - A. Less than 5 years
  - B. Between 5 to 10 years
  - C. Between 10 to 20 years
  - D. More than 20 years

4. Why did you start smoking? – *semi-close question*
  - A. Because my friends smoke
  - B. Because smoking is accepted habit in my family
  - C. Because it helps me to cope with problems
  - D. Other reasons (specify).....
  
5. What type of tobacco products do you smoke? – *open-ended question*  
.....

***Identification questions – important socio-demographic characteristics***

6. Your age
  - A. Under 20 years of age
  - B. 20 – 30 years of age
  - C. 30 – 50 years of age
  - D. Over 50 years of age
  
7. Your gender
  - A. Male
  - B. Female

# CLASSIFICATION OF QUESTIONS - EXAMPLE

*Test yourself: What type of question is the following one depending on the responses?  
How to transform it in other question type?*

Why did you choose medicine as your profession?

- a) Because it is a humane profession
- b) Because it is a prestigious profession
- c) Because it is a high-paid profession
- d) Because it is my child dream

# RESPONSE FORMAT OF CLOSED-RESPONSE QUESTIONS

1. Likert scale – allows middle “undecided” response

Your General practitioner has got high qualification

- a) I’m strongly agree
- b) I’m agree
- c) I can’t estimate
- d) I’m disagree
- e) I’m strongly disagree

2. Forced choice – without undecided response

Your General practitioner has got high qualification

- a) I’m strongly agree
- b) I’m agree
- c) I’m disagree
- d) I’m strongly disagree

3. Alternative scale

Your General practitioner has got high qualification

- a) Yes
- b) No


# COMPARATIVE ANALYSIS

Closed-response questions	Open-ended questions
<ul style="list-style-type: none"><li>+Easy for answer</li><li>+Easy for analysis and interpretation</li><li>+Time saving</li><li>+Appropriate to examine well-known events in the society</li><li>- Don't collect very detailed information</li></ul>	<ul style="list-style-type: none"><li>+Elicit more detailed information for the topic under study</li><li>+Respondents answer using their own words</li><li>+Appropriate to examine new, unknown social events</li><li>- Difficult for the respondents</li><li>- Time consuming</li><li>- Difficult for analysis</li><li>- High rejection rate</li></ul>



*To objective 6*

## **REQUIREMENTS TO THE QUESTIONNAIRE**

- ▶ Well-designed, appropriate print
  - ▶ Filling the questionnaire – not more than 40 min
  - ▶ Double-barreled questions should be avoided
  - ▶ Ambiguous, unclear questions should be avoided
  - ▶ Questions should be simple, understandable for people with the lowest level of education in the observed group
- 

*To objective 7*

## **TYPES OF SAQ**

### 1. Direct group SAQ

The investigated subjects are previously organized in groups. Group should not be bigger than 40 and smaller than 5 people

They fill the questionnaire in presence of the investigator, put it in an envelope and in a special box.

# TYPES OF SAQ

## 2. Direct individual SAQ

The investigated subjects fill the questionnaire individually, at their convenience

They bring back filled questionnaires to investigator

## 3. Direct postal/mail SAQ

The respondents receive the questionnaire by post.

They fill SAQ at their convenience and post back to the researcher.

Disadvantage: high rejection rate



# COMPARATIVE ANALYSIS: *fill the table with “✓” where is relevant*

Criteria	Direct group SAQ	Direct individual SAQ
1. Collect large amount of information for short period of time		
2. Researcher can control subject's behavior		
3. Is more convenient for the respondents		
4. Subjects behavior might be influenced by other people		
5. Is inappropriate to observe knowledge		
6. Ensures the best anonymity		

# TEST YOURSELF

1. Questionnaire is a measuring instrument which must be used in all of research methods.

A. True

B. False

2. Closed-response questions are easier for analysis and interpretation than open-ended questions.

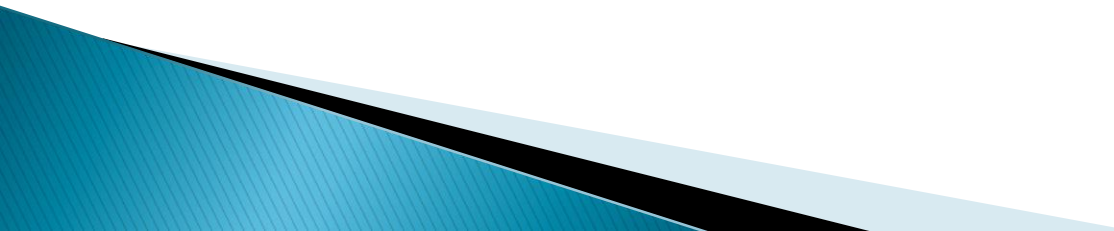
A. True

B. False

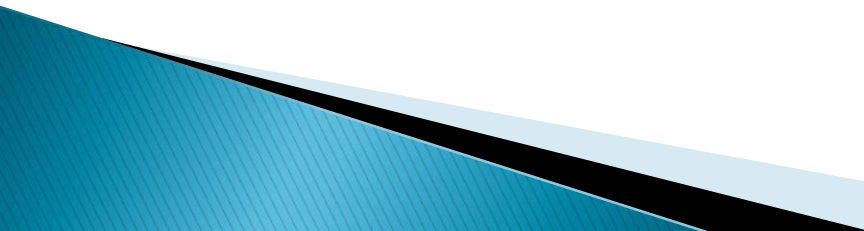
3. Semi-closed questions cope with the problem of inappropriate response schedule.

A. True

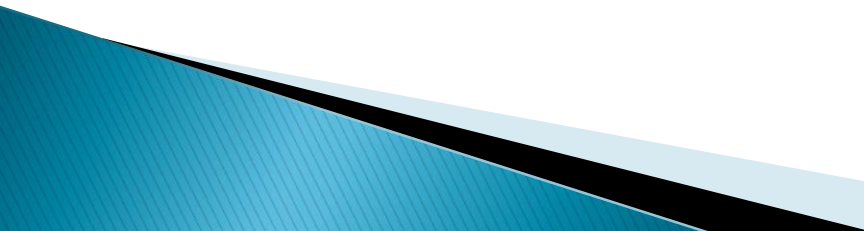
B. False



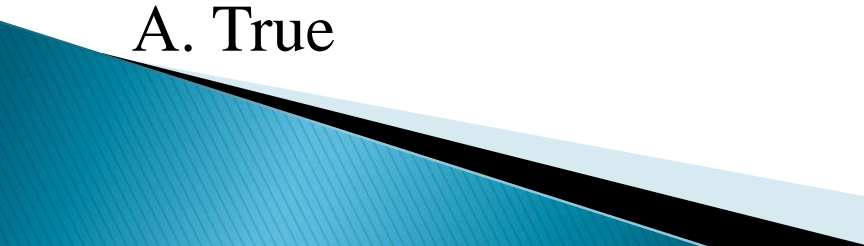
# TEST YOURSELF

4. A response option “Others” is always available in:
    - A. Closed-response questions
    - B. Open-ended questions
    - C. Semi-closed questions
  
  5. The objective of “pilot study” is:
    - A. To make a literature review of the topic.
    - B. To identify ambiguities and poor questions
    - C. To collect basic information on the observed topic
- 

# TEST YOURSELF

6. The question “Do you often eat junk food?” is:
- A. Double-barreled
  - B. Ambiguous
  - C. At the wrong level of difficulties
7. The question “Do you like Social medicine and Anatomy?” with options for answer “Yes”, “No” is:
- A. Double-barreled
  - B. Ambiguous
  - C. At the wrong level of difficulties
- 

# TEST YOURSELF

8. The question “Do you currently take  $\beta$ -blockers?” is:
- A. Double-barreled
  - B. Ambiguous
  - C. At the wrong level of difficulties
9. Which of the following is typical for direct postal SAQ ?
- A. High rejection rate
  - B. Inconvenient for the respondents
  - C. Best guarantee of anonymity
10. Forced choice response format allows “undecided” response
- A. True
  - B. False
- 



# TEST YOURSELF - ANSWERS

1. A

2. A

3. A

4. C

5. B

6. B

7. A

8. C

9. A

10. B