

# **AUTOMATED ONLINE QUESTIONNAIRE DEVELOPMENT**

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**University Utara Malaysia**

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# **AUTOMATED ONLINE QUESTIONNAIRE DEVELOPMENT**

This thesis submitted to the Graduate School in partial  
Fulfillment of the requirements for the degree  
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By

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## **ABSTRACT**

Online questionnaire is an integrated survey management system that includes a range of technology to meet your survey and research needs. From target list integration to real-time feedback for respondents and automated analysis and reporting, Survey Suite provides a comprehensive solution to most survey requirements. This system developed the traditional questionnaire for researchers to increase the benefits of the system. Nunamaker method1991 will be taken as the development procedure of this system. Rely on evaluation process the researcher found that, the researchers who using online questionnaire system were pleased and satisfied; the effectiveness of using online questionnaire system is so useful. The researcher considers that, the online questionnaire system as one of the education processes is important to help researchers to get easy way to the evaluation.

## Dedication

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*I humbly thank **Allah Almighty, the Merciful and the Beneficent**, who gave me health, thoughts and co-operative people to enable me achieve this goal...*

*I wish to dedicate this work to **Holy Prophet Muhammad** (Peace be upon him) and his companions who laid the foundations of Modern civilization and paved the way for social, moral, political, economical, cultural and physical revolution...*

*To my supervisor (**Dr. Mohd Syazwan**), who always stood beside me and helped me to do my best, for the time he spent to teach me, I will still him student along my life...*

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*WAEL Ali AL- Naimat*

*2010*

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Background

The world witnesses qualitative and quantitative increase in a number of studies and the scientific researches. As a result, some of these studies need to prepare a questionnaire to prove its results, but some of these researchers find difficulties in distributing their questionnaires to the subjects due to the high costs or the far distance between the subjects and the researchers. Consequently the matter causes them loss of money, time and effort (Couper ,2000).

A well-constructed questionnaire is indispensable for a good questionnaire research. Researchers use the questionnaires as an instrument to collect the data from an individual or an organization. They also use them to measure attitudes, opinions, behaviors, and perceptions regarding particular issue. Moreover, they can be utilized to gather background and demographic information (Zarinpoush & Gumulka, 2006).

Furthermore, the world witness's development in information technology, and as a result of this, the use of the internet became worldwide, and simplified the communication between people. Therefore, the researcher uses the internet to distribute their questionnaire. But, the researchers face problems on lack of usability to create online questionnaire.

In order to have an effective questionnaire we must consider many things such as uniqueness, probability sampling, standardization of measurement, and analysis needs. Firstly, the uniqueness gathers information that is not available from other

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internal user  
only

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