

Annotation

This thesis deals with an issue of how can graphical modifications of response options in online questionnaire influence the respondents' answers. Online questionnaire as a data collection method offers a wide range of visual adjustments. Therefore, it is necessary for the graphical format to be treated with caution, because it can produce significant differences in respondents' answers. The goal of this thesis is to find out, with the help of two versions of online questionnaire that differ in the graphical format of response options, whether and what differences in answers these modifications produce. The attention is also paid to the response time differences. Together there are eleven modifications tested, each of them is represented twice. The analysis shows that the differences in graphical format of response options do influence the answers; there were 7 of 11 hypotheses confirmed. One of the surprising findings is that in the case of comparing the format of check boxes and the format of writing answers into text boxes, respondents answered with a maximum number of allowed answers in both version. This type of result was not expected in the case of the "writing into text boxes" format. Other findings show that some modifications influence more women than men, for example the use of a fully labeled scale versus scale with only polar points labeled. In the case of a fully labeled scale, women placed their answers more in the first half of the scale than in the case of a scale with only polar points labeled. Regarding some other modifications, the analysis was sometimes not clear, because the results did not match in both tested pair of questions.