clear, reliable, actionable

- Clearly define the purpose of your online survey
- Keep the survey short and focused
- Keep the survey short and focused
- Use closed ended questions whenever possible
- Logical ordering
- Consider your audience when sending survey invitations(day of the week, time of the day)

https://www.surveymonkey.com/curiosity/10-online-survey-tips/

- Cover as many options as possible in the response options
- Avoid emotive words
- Don't try to save time by combining several questions in one

https://www.netigate.net/articles/survey-tips/improve-your-surveys-seven-quick-steps-to-write-better-questions/

- How can you acquire personal data?Anonymous Survey
- Ask Non-Personal Questions First
- Clearly express how important confidentiality and security of respondent information are
- Introduce Yourself, If you have to ask your respondents some personal question, explain your reasoning for acquiring this information in this introduction, and detail how this information will be used in your research
- Limit Insignificant Questions

https://www.snapsurveys.com/blog/survey-respondents-provide-personal-information/

- Collecting Personal Information with Surveys Should Be Handled Delicately
- Strategies for collecting PI vary depending on the research goal
- Ask less sensitive questions prior to asking for PI

https://www.alchemer.com/resources/blog/how-to-collect-personal-information-with-surveys/

- Ask the wrong questions, or ask them in the wrong way

- Drop-down
- Drop-down questions work much like a multiple choice question—you'll have several different possible answers, and respondents can only choose *one* option. But you'll need to list the answers in order—perhaps largest to smallest—for ordinal data. You could also use this question to gather demographic data like their country or state of residence.
- Ranking
- A more unique survey question type that you won't find in every survey app, ranking questions let you list a number of answers and respondents can rearrange them *all* into the order they want. That way, they can give feedback on every answer you offer. It's a great way to see which items people like most and least at the same time.
- Tips on Survey Format
- Keep your survey as short as you can by limiting the number of questions you ask. Long surveys can lead to "[survey fatigue](#)." When survey fatigue hits, respondents either quit the survey or they stop paying attention and randomly check boxes until it's complete. Either way, your data gets compromised.
- Putting together your ideal "list of answers" before you write your survey will help you make sure to only include the questions that need to be asked. Compare the questions you've written to that list of answers. If there are any unnecessary or extra questions, remove them from the survey.
- Show a Progress Bar

https://zapier.com/learn/forms-surveys/writing-effective-survey/

- Good surveys produce accurate data and critical information, providing salient windows into the core of the topic under exploration. Conversely, bad surveys produce flawed data. In other words, data that is unreliable, irreproducible, or invalid, leading to the wrong conclusions and actions.

https://explorance.com/blog/survey-data-reliability-and-validity-are-they-interchangeable/

https://select-statistics.co.uk/blog/assessing-questionnaire-reliability/
https://salmapatel.co.uk/academia/survey-questions-valid-reliable/

"SMS & E-mail Marketing, Telegram ads"