

Lesson: Creating a Survey

Format of a Survey/Questionnaire

(a) Title

(b) Introduction

(c) Survey Design:

- **K**ee**P** **I**t **S**hort and **S**imple
- Types of questions (* definitions look up on your own)

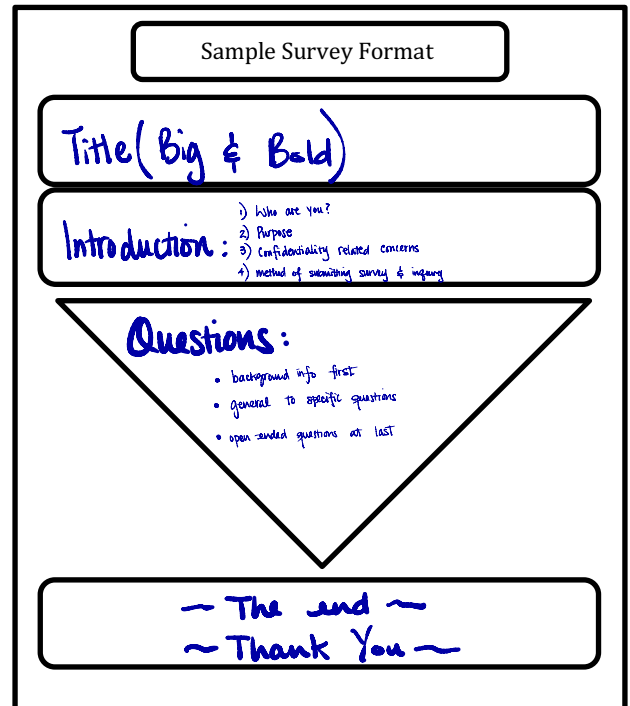
Closed-ended questions:

- Factual
- Rating scale
- Likert-type
- Semantic differential
- Multiple-choice/Dichotomous
- Rank order

Open-ended questions:

- Opinion and attitudes – questions related to opinions, values, and attitudes that are subjective about the thought processes and feelings of a respondent

(d) Thank you (ending)



Characteristics of a Good Survey

- Includes questions on all subjects essential to the research problem
- Does not include questions not related to the research problem
- Appears brief and easy to complete
- Respondents should feel like they are participating in an important project
- No questions that could bias the answers
- Designed to elicit clear and precise answers to all questions
- Phrasing, structure, and layout designed with the problem of tabulating the findings in mind

Characteristics of a Poor Survey

- Range of responses for questions is too narrow
- Misunderstood by respondents
- Too vague
- Ask information the respondent cannot remember or does not have
- Wrong level of intimacy
- Takes too much for granted
- Double negatives
- Overlong lists
- Overlapping alternatives