

Leading Questions: Definition, Characteristics and Examples

- Be aware of bias (the questions asked should not influence survey responses)

Characteristics

- They are intentionally framed to cultivate bias in respondents so that the answers are according to the survey creators plan.
- The questions have an element of conjecture and assumption.
- Leading questions thrive on a respondent's personal input.
- These questions are often asked to understand the consequences of a situation.
- They tend to be forceful in terms of obtaining feedback.

Types

- "Share with us your experience at the sports day." instead of "How much did you enjoy with your teachers during the sports day at school?" [avoid assumptions]
- "Most employees hate working for more than 10 hours a day...What do you have to say about it?" instead of "Would you prefer working for fewer hours, since your current work-life balance seems to be a problem." [interlinked statements]
- "If you enjoyed this conference, shall we conduct another conference in a similar manner?" [consider the results that would eventually happen]
- "Your experience with our organization was satisfactory, wasn't it?" [forceful]