

## RESOURCE | GUIDELINES TO CREATE A SUCCESSFUL SURVEY

Creating a good survey is a very demanding task. You have to take into consideration many different factors. Below you can find 10 rules to follow which makes this process much easier.

### 10 RULES

#### **RULE #1: CREATE YOUR SURVEY TO ACHIEVE YOUR DATA ANALYSIS GOAL**

This is the most important rule. All instructions, all questions and all the content you include in your survey must be designed to specifically serve that purpose.

#### **RULE #2: KEEP SURVEY AS SHORT AS POSSIBLE**

Find the right balance. From one side you have to collect all necessary data to achieve your goal. But the flipside is that if you prepare too long survey people can get angry, quit the survey or stop paying attention what answer they give. You should aim at maximum time needed to complete your survey to be under 15 minutes.

#### **RULE #3: KEEP SURVEY AS SIMPLE AS POSSIBLE**

People can't give you the honest answers if they are confused or when they don't understand your questions. You need to make sure to avoid complicated words, double negatives and robust questions. Your questions should be short and concise. Give additional explanation when something is not obvious.

#### **RULE #4: YOUR SURVEY SHOULD HAVE A PROPER STRUCTURE**

Start with the introduction. In this section include things like greeting of the respondent, explain the purpose of the survey and why it is important, clarify any ambiguities and definitions, inform how long it takes to complete the survey. After introduction there is the main part of the survey with all of the questions. Make sure everything is readable. Leave enough space between questions and use large enough font. Demographic questions or other sensitive questions should be placed at the end of this section. Remember to ask for personal information only if you need them. In the last section of the survey you should thank the respondents for participation, you can include any side notes or any additional information, like info about your other projects.

#### **RULE #5: ASK ABOUT ONE THING AT A TIME**

If you ask about more than one thing in a question with one possible answer (e.g. Do you agree Samsung Galaxy S10 mobile phone is cheap and useful? Yes or no?), your respondents may not be able to answer correctly. To avoid this issue create two questions instead of one.



### **RULE #6: DON'T SUGGEST ANYTHING TO THE RESPONDENT**

This can influence the answer of the respondent. Always be neutral and objective in your questions.

### **RULE #7: DON'T ASK ABOUT THINGS FROM DISTANT PAST**

Memory of people is not reliable. People may remember whether they have done something last year in general, but they will have trouble answering correctly more detailed questions from distant past.

### **RULE #8: DON'T BE TOO FORMAL**

Use the same language that your respondents use everyday. They will perceive questions better, more natural and will feel more comfortable while filling out the survey.

### **RULE #9: NAME YOUR SURVEY PROPERLY**

The title of the survey is the first thing that your respondent see. It should be relatively short, informative and interesting. Respondent should know what to expect from the survey and what the survey is about after reading the title.

### **RULE #10: CHOOSE THE CORRECT TYPE OF QUESTIONS, VARIABLE MEASUREMENT AND MEASUREMENT SCALES**

Decide between open and closed questions type and their particular variants, reflective and formative variable measurement and nominal, ordinal, interval and ratio measurement scales. They all rely on the answers you would like to receive.

