

SURVEY AND QUESTIONNAIRE DESIGN

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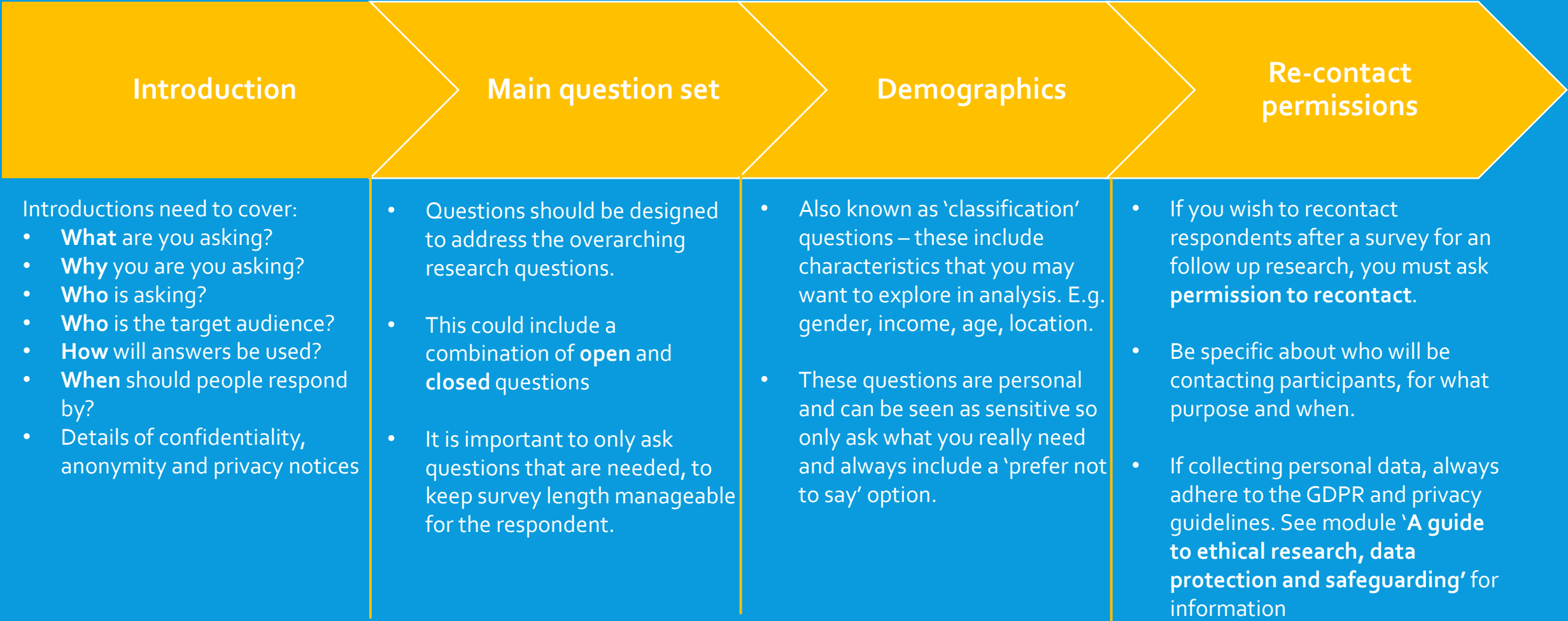
WHY IS SURVEY DESIGN SO IMPORTANT?

The data you get from a survey will only be as good as the questions in the survey. This quick video and guide will give you an overview of how to get the most of your surveys. Get started by watching this short video...

Press here to
play



SURVEY STRUCTURE



TYPES OF QUESTIONS

Open

- Open questions allow the respondent to answer a question however they like.
- They are useful if you are unsure of what a standard set of answers may be, or if you want to probe further into a certain issue.
- However, be mindful not to include too many open ends as:
 - They are time consuming to answer from a respondents perspective
 - It is time consuming to code and analyse verbatim responses

Closed

- Closed questions refer to a pre-defined list of answers.
- There are a few different types of closed questions that can be used:
 - Multiple response
 - Ranking
 - Rating scales
 - Satisfaction scales
- For any closed question it is good practice to include an 'other please specify', 'I don't know' or 'none or NA' option where needed to allow participants greater freedom in response.

TOP TIPS

- Keep it short - only ask the questions you need
- Avoid jargon - use language your respondents use and understand
- Think about the order of your questions - group similarly themed questions together, ask 'personal' classification questions at the end of the survey and always make these optional.
- Avoid asking about multiple concepts in a single question (e.g. "How satisfied or dissatisfied were you with the catering and accommodation")
- Avoid negative phrasing, particularly where you are asking how much someone agrees/disagrees with a statement (e.g. asking "To what extent do you agree that people should not have to pay for prescriptions?" may be confusing)
- Avoid leading or bias questions (e.g. How much do you agree that Essex is the best County Council in England?)
- Avoid overlapping response options (e.g. 1-2, 2-5, 5-10)
- Make sure to test your survey (e.g. with colleagues) and obtain final 'sign off' before it goes live
- Don't reinvent the wheel – make use of tried and tested questions and 'validated' scales