Agenda:

Today we will cover:
- "Answering a question"
- What makes a good question
- Likert scales
- Survey length

Read:

- Chapter I from "The psychology of survey response" by Tourangeau et al.

Scim:
- "THE IMPACT OF "NO OPINION" RESPONSE OPTIONS ON DATA QUALITY"
- "Beyond the breaking point? Survey satisficing in conjoint experiments" by Kirk et al.

Write: 12 questions questionnaire on your topic

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Warm up!

What is a Survey?

What is a TSE?

What are the components of a TSE?

Describe Survey process?

What motivates person to respond? (remember the triangle)

Answering a Question

1. **Understand** the question. The question is legible and makes sense.

2. **Find** an answer. The question asks for answers that one knows.

3. **Judge** the answer. The question asks for answers that one is okay sharing.

4. **Place** the answer. Question offers appropriate spaces for the answers.

Tourangeau, R., Rips, L. J. and Rasinski, K. A. (2000) "The psychology of survey response"

Understand

In the last five days at work what percentage of time did you use corporate grade communication software?

Find the answer

Are you …?

Can you even remember?

- What color of shirt did you wear Tuesday 2 weeks ago?
- What color of shirt did you wear for New Years?
- How did you celebrate your 18th birthday?
- What did you have for breakfast yesterday?
- When did the American Civil War start?
- What was on the last slide?

Judge the Answer

Agree or Disagree with the following statement:
"I approve of the current management's actions"

1. Strongly agree
2. Agree
3. Neither
4. Disagree
5. Strongly disagree

Place the Answer

1. What is your major?
2. What is your career?

Place the Answer

1. What is your major? _____
2. What is your career? _____

Improve the Question

In the **last five days** at work what percentage of time did you use corporate grade communication software?

%

On your most recent working day, what percentage of time did you use messaging software other than email (Slack, Discord, WhatsApp, Telegram, etc.)?

%

What do you use for communication at work? (Select all that apply)

❏ Email
❏ Slack
❏ Discord
❏ WhatsApp
❏ Other _____

Questions

1. Use simple, familiar words (avoid technical terms, jargon, and slang);
2. Use simple syntax;
3. Avoid words with ambiguous meanings, i.e., aim for wording that all respondents will interpret in the same way;
4. Strive for wording that is specific and concrete (as opposed to general and abstract);
5. Make response options exhaustive and mutually exclusive;
6. Avoid leading or loaded questions that push respondents toward an answer;
7. Ask about one thing at a time (avoid double-barreled questions); and
8. Avoid questions with single or double negations.

Krosnick, J. A. (2018). Questionnaire design. In The Palgrave handbook of survey research (pp. 439-455). Palgrave Macmillan, Cham.

Question Order

1. Early questions should be easy and pleasant to answer, and should build rapport between the respondent and the researcher;
2. Questions at the very beginning of a questionnaire should explicitly address the topic of the survey, as it was described to the respondent prior to the interview;
3. Questions on the same topic should be grouped together;
4. Questions on the same topic should proceed from general to specific;
5. Questions on sensitive topics that might make respondents uncomfortable should be placed at the end of the questionnaire;
6. Filter questions should be included, to avoid asking respondents questions that do not apply to them.

Krosnick, J. A. (2018). Questionnaire design. In The Palgrave handbook of survey research (pp. 439-455). Palgrave Macmillan, Cham.

Ask Good Questions Get Good Answers

Measurement error is a difference between answers you get and true values. You can also think about it as mismatches between the questions you ask and the answers that people give you.

Survey Says: Bacon!

What is better for health, a slight or substantial breakfast?

1. Slight
2. Substantial

"4,500 physicians urge heavy breakfast in order to improve the health of the American people"

Have more Eggs and Bacon for breakfast!

Questionnaire

- **Radio buttons** for a "**select one**" answer

- **Check boxes** for "**multiple choice**" answers

- **Text boxes** for "**unknown**" answers

Likert Scales

- You can find support for any number of scales.
- Use 5 or 7 there is no real difference between how many you use.
- Lower number will make it easier for people to answer and for you to interpete.
- Go higher when there is real need for it.
- Follow previously established protocols.
- Ultimately the person who decides the scale is the one who pays ;^)

I don't know and N/A

Inclusion of no-opinion options in attitude measures may not enhance data quality and instead may preclude measurement of some meaningful opinions.

With mental fatigue people are more inclined to select neutral option.

All questions are optional, especially in print surveys. If someone does not want to answer a question or it does not apply to them, they can skip it.

Krosnick, Jon A., et al. "The impact of" no opinion" response options on data quality: non-attitude reduction or an invitation to satisfice?." Public Opinion Quarterly 66.3 (2002): 371-403.

Survey Length

University web-based survey studies can expect 10% instantaneous drop out and 2% dropping per 100 survey items.

Lab-based research does not have that problem, however a lengthy survey might affect the quality of the answers through satisficing, giving "good enough" responses.

However, the negative effects don't seem significant enough to affect the quantities of interest.

Online marketing questionnaires longer than a few questions will see significant drop out and anything that takes longer than 10 minutes is strongly unadvised.

A few examples

2 or 3?

1 or 7?

How would you improve these?

"Other" was always taken by children

better design
better answers
better data
better results

Questions?