Handout D

# Survey Considerations

## Directions:

Briefly review the survey considerations and then write a survey question that would help to collect data for answering one of the evaluation questions shown in the PowerPoint presentation.

## Surveys

* Surveys are useful for obtaining information on characteristics of a population involved in the study.
* Items that need to be considered when developing a survey:
  + What is being measured
  + Measurement scale
  + Language
  + Order of questions
  + Format

## Measurement Scale

* If using a close-ended question, a type of scale needs to be chosen.
  + If the focus is *importance*, *agreement*, *frequency*, *quality*, *satisfaction*, or *likelihood*, use a rating scale.
  + If the focus is on presence or absence, use *yes/no* or *true/false* questions.

## Number of Answer Categories

* It is not recommended to use more than seven answer categories within a rating scale. Five is usually sufficient.
* Consider whether you need a midpoint in a rating scale.

## Language

* Ask questions that are relevant to the study purpose.
* Make sure the questions are developmentally and culturally appropriate.
* Use plain language.
* Be brief.
* Make response options mutually exclusive and collectively exhaustive.
* Avoid double-barreled questions (e.g., *is the question developmentally and culturally appropriate?*).
* Avoid loaded questions (e.g., *do you often help others as any good citizen would?*).
* Avoid ambiguous words (e.g., *usually, often, rarely, many, most, several, or, and but*).

## Key Content and Format

* Include an explanation of why the information is being collected.
* Shade alternate rows in surveys for easier visual scanning.
* Include a label for each response option (e.g., no black tick marks between *never* and *always*).
* Use a consistent format (e.g., question stem, response options).
* Use at least 12-point font.
* DO NOT WRITE IN CAPITALS.
* Thank respondents for their time at the beginning and end of the protocol.

## Order of Questions

* Start with nonthreatening questions (e.g., questions about background/experience, general perceptions).
* Capture the respondents’ attention with the first few questions.
* Place the most important questions at the beginning of the protocol.
* Arrange questions in a logic order.

## Write Your Draft Survey Question(s) Below

*Note*. Adapted from *Asking Questions: The Definitive Guide to Questionnaire Design – For Market Research, Political Polls, and Social and Health Questionnaires*, by N. Bradburn, S. Sudman, and B. Wansink, 2004, San Francisco, CA: Jossey-Bass.

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