**It’s All in How you Ask:**

**The Nuances of Survey Question Design**

**Agenda Overview:**

* The importance of survey question design
* General guidelines for survey question design
* Digging in – developing more specific guidelines for question design
* Tensions in survey question design

**Your Favorite Survey Question Design Tips:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Other Notes:**

**Interested in staying connected about this topic?**

**Workshop Facilitator Contact Information**

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| --- | --- |
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**Selected Resources for Further Reading:**

Look for our co-authored posts on survey design!

* **Blogs!**
  + Sheila B Robinson – sheilabrobinson.com
  + Kim Firth Leonard – actionabledata.wordpress.com
  + Trina Willard – Knowledge Advisory Group <http://knowledgeadvisorygroup.com/for-good-measure-blog/>
    - Look for Trina’s posts on customer surveys
  + *For a great and humorous take on the odds/evens debate, check out Patricia Rogers’ and Jane Davidson’s post* [*Boxers or briefs? Why having a favorite response scale makes no sense*](http://genuineevaluation.com/boxers-or-briefs-why-having-a-favorite-response-scale-makes-no-sense/)*.* (http://genuineevaluation.com/boxers-or-briefs-why-having-a-favorite-response-scale-makes-no-sense/)
* **Books!**
  + Babbie, E. (1990). *Survey Research Methods 2nd Ed.* Wadsworth Publishing Company.
  + Dillman, D.A. (2008). *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method 3rd. Ed.* Wiley Publications.
  + Fink, A. (2006). *How to Conduct Surveys: A Step-by-Step Guide 3rd Ed.* Sage Publications.
  + Fowler, F.J. (1995). *Improving Survey Questions: Design and Evaluation.* Sage Applied Social Research Methods.
* **Articles!**
  + Schwarz, N. & Oyserman, D. (2001). Asking questions about behavior: Cognition, communication, and questionnaire construction. *American Journal of Evaluation*, 22(2), pp. 127–160.
* **Websites!**
  + Gene Shackman’s Free Resources for Program Evaluation and Social Research Methods - <http://gsociology.icaap.org/methods/>
    - Look for his section on survey resources (<http://gsociology.icaap.org/methods/surveys.htm>)