

Writing and Adapting Questions

AVOID:

- Jargon, slang, and abbreviations _____
- Ambiguity, vagueness _____
- Emotional language _____
- Prestige bias _____
- Double-barreled questions _____
- Leading questions _____
- Exceedingly difficult questions _____
- False premises _____
- Double negatives _____
- Asking about future intentions _____
 - If you do, make as concrete and realistic as possible

DO:

- Make response categories
 - Mutually exclusive _____
 - Exhaustive _____
 - Balanced _____
- Reverse direction of questions _____
- Ask tougher questions toward the end _____
- Keep it as brief as possible _____
- Use skip patterns when appropriate _____

Asking Tough Questions

- Social desirability bias (possible) solutions:
 - Get buy-in _____
 - Warm-up to tough questions _____
 - Frame the question with “other people” norm _____
 - Bury the question in more negative/severe context _____
 - Consider anonymous and private formats _____

Critical Format Choices

- Open-ended vs. closed-ended _____
- Closed-ended options
 - Agree/disagree _____
 - Discrete choice _____
 - Rankings & Ratings _____
- Whether or not to use the unsure category _____
- Is there an effect of question order? _____
- Will the survey fatigue respondents?
 - Minimize length _____
 - Make layout appealing _____