

THE SURVEY WRITER'S CHEAT SHEET



A cheat sheet dedicated to showing you the fundamental building blocks of **survey design**, all the way from elementary to graduate level and everything in-between.

1. QUESTIONNAIRE DESIGN

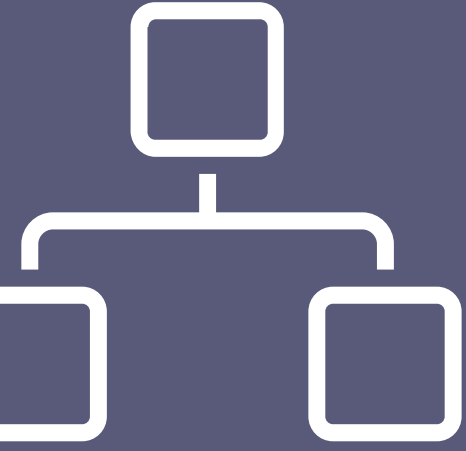
- > More important questions should appear earlier
- > Questions likely to influence other questions should be asked earlier
- > Go from general questions to specific
- > Help respondent maintain a logical train of thought throughout



2. GENERAL SURVEY STRUCTURE

Think of a survey like an essay: beginning, middle, and end!

1. A brief introduction and provide survey completion time
2. All relevant text including survey questions and answers
3. Outro, thank your respondents for participating



3. VARIOUS QUESTION TYPE

BASIC

MULTIPLE CHOICE

> One or multiple options. Use "other" to questions that aren't on the list. Use "none of the above" to not force answers

OPEN END

> Allows you to collect responses that are open-ended

MATRIX TABLE

> Allows you to ask about multiple items in one questions with the same metric scale

INTERMEDIATE

RANKING QUESTIONS

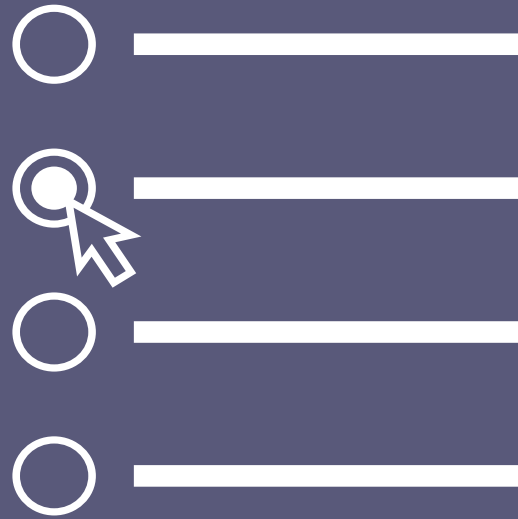
> Allow respondents the opportunity to rank a set of items against each other

HOT SPOT

> Respondent is presented with an image that has predefined regions to select from

HEAT MAPPING

> Respondent is presented with an image and invited to click anywhere on the image



EXPERT

CONSTANT SUM QUESTION

> Allows respondents to enter numeric value for a list of items, with sum displayed to respondent.

HIGHLIGHTER QUESTION

> Respondents provide feedback to a question by highlighting sections of the text

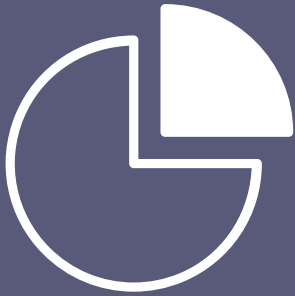
VIDEO/AUDIO SENTIMENT QUESTIONS

> An open-ended text field that will collect video/ audio feedback from the respondent



4. FIVE DESIGN MISTAKES TO AVOID

> You don't want to unintentionally confuse your respondents—or worse, force them to answer your question incorrectly.



1 LEADING QUESTIONS
Don't phrase words in a way that leads respondents to answer in a certain way.

2 LOADED QUESTIONS
Questions that implicitly assume can hinder truthful responses.

3 DOUBLE-BARRELING
Ensure only one idea is measured at a time. Don't force two questions at once.

4 ABSOLUTES
Don't put respondents in a corner. Avoid words like "always, all, or never."

5 UNCLEAR LANGUAGE
Provide clear instructions with no technical terms and no jargon.

5. REMEMBER, WHEN CONSTRUCTING SCALES:

- > The meaning of each scale point should be easily understood
- > The meaning of scale points should be understood the same way across respondents
- > The scale should have enough points for respondents to differentiate one from another as much as validly possible
- > Responses to the scale should be reliable – in theory, if we were to give the same question again, each respondent would provide the same answer
- > The scale's points should map as closely as possible to the underlying idea (construct)

