

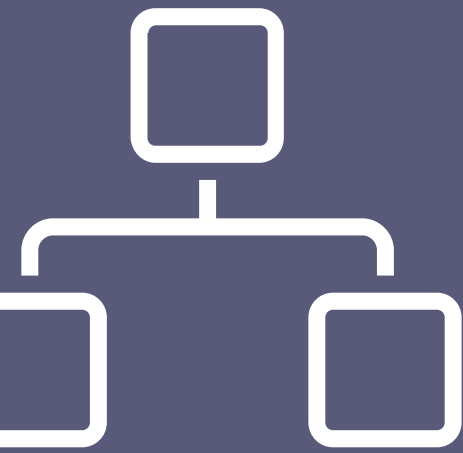
# THE SURVEY WRITER'S CHEAT SHEET

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

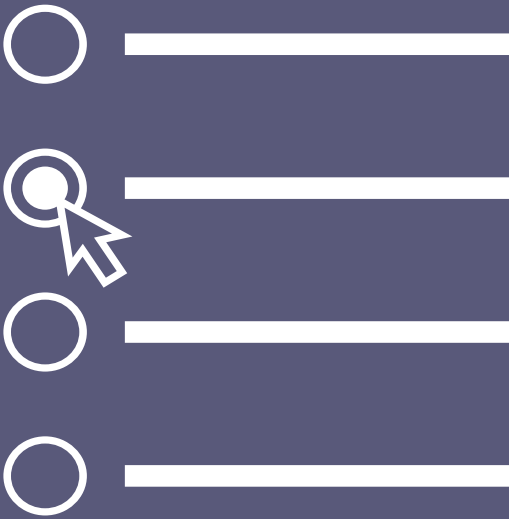
- > Allow respondents the opportunity to rank a set of items against each other

#### 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)

