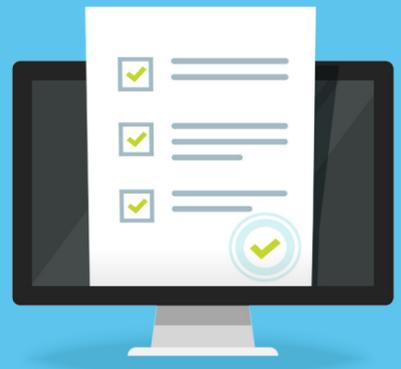


10 STEPS OF GOOD SURVEY DESIGN



Developing a quality survey takes more than just writing down a few questions. Have you thought through what you need to do in order to design a survey that will get you the data you need? Here are ten steps along the road to designing a good survey.

DO YOU NEED YOUR OWN SURVEY?

- There may be existing data, existing instruments you can purchase/use, or opportunities to collaborate with other departments to help prevent survey fatigue.
- And, depending on what you want to accomplish, a survey may not be the best method.

STEP
01

DEFINE YOUR OBJECTIVES.

- What are your goals?
- What do you need to know?

STEP
02

DO YOUR HOMEWORK.

- Consult journals, conference presentations, research from the field, and existing theories to help inform your survey questions

STEP
03

OUTLINE TOPICS AND DRAFT ITEMS.

- Write multiple questions per construct- you can always narrow them down later on. You also will likely want to pilot a survey slightly longer than your intended final

STEP
04

DETERMINE YOUR RESPONSE SCALES.

- Open-ended allow for more depth, but are more difficult to analyze
- Mutually-exclusive response options- avoid overlapping categories
- Make sure response options are exhaustive
- Allow for "other" and "non-response" where relevant

STEP
05

WRITE AND EDIT ITEMS.

- Use everyday language your respondents will understand
- Avoid jargon, leading questions, and double-barreled questions
- Format the question to get the information and data you intend

STEP
06

CONSIDER THE ORDER OF YOUR QUESTIONS.

- Always start with the most important content
- Group by themes
- Put any sensitive questions, open-ended, and demographic questions at the end

STEP
07

REVIEW AND REVISE YOUR SURVEY.

- Get feedback from folks who have not been involved in your process

STEP
08

PILOT YOUR SURVEY.

- Give to a small sample of your actual population
- This ensures you will get the data you need and help point out problems you weren't aware of

STEP
09

REVISE AND FINALIZE YOUR SURVEY.

- Take what you learned from the pilot and finalize your survey

STEP
10