

## Survey Question Development

The ideal question accomplishes three goals:

- It measures the underlying concept as intended
  - It doesn't measure other concepts
  - It means the same thing to all respondents
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1. Only ask about things you can change or need to know.
    - a. Asking for feedback on aspects that are beyond your control will give survey recipients the impression that you can change them. This can be misleading and can waste resources by focusing on content or context that cannot be addressed.
  2. Don't ask about two concepts in one question.
    - a. This is referred to as a double-barreled question. It will not only confuse recipients, but also muddle your data. Be specific in what you want to know and focus on one thing.
  3. Avoid overlapping questions.
    - a. In contradiction to clinical scales that include similar items and are often summed into a total score, evaluation results are reviewed at the question level. It is therefore important to ensure that each question covers a different topic or significantly different aspect of the same topic.
  4. Be concise.
    - a. A general rule of thumb is to try to ask as few questions as possible. This reduces the survey burden for the participants and keep them invested in completing the survey.
  5. Consider the order.
    - a. The order of questions can have an impact on the responses. Making sure that questions are sorted by topic, level (big picture vs details), and answer format will reduce confusion or guided answers. Therefore, think about the context or framework (topics, previous questions, etc.) of your questions as a whole.
  6. Focus on close-ended questions (e.g., MC).
    - a. Open-ended questions take longer to answer, are harder to track, and more likely to be skipped. There are instances in which open-ended questions are the perfect fit but think about a close-ended alternative first.