



Survey Design Checklist

Clarify

Be clear that a survey is the best approach

- Consider how the survey will fit in the context of all of your data collection efforts.

Identify data sought

- Clarify the questions you are trying to answer through the survey.

Choose

Choose the respondent pool

- Does the target population really have the information that you want?

Determine

Identify the specific domains you need information about

- Decide between what is interesting and what is relevant.

Decide on the specific questions you need answered

- It may be that not all questions can be addressed through a survey.

Decide on the best format

- There are pros and cons for each type.

Ask

Outline the survey

- Does the survey have an introduction that explains the purpose of the survey, duration and offers an incentive?

Design the questions carefully to get the desired info

- Consult colleagues or friends.

Ask one question at a time

- Keep wording of questions simple and single-focused.

Make choices exhaustive and mutually exclusive

- Don't be afraid to go through many drafts.

Limit open-ended questions

- It is much more complicated to analyze data from open-ended questions.

Prevent implicit bias in questions

- Be cautious not to steer respondents to particular answers.

Use appropriate language

- Avoid using jargon and acronyms.
- Phrase questions so respondents will know what you are talking about.

Pay attention to the sequencing of questions

- Be careful where you locate sensitive questions.
- Think about the flow of questions.

Pilot

Test for clarity of questions AND directions

- Crucial that the directions are clear. Can only know this by testing them.

Incorporate feedback into the final draft

- Work seriously with the information received in the piloting process to ensure the final survey instrument is as clear as possible.