Writing Good Survey Questions

UCSD Student Affairs Assessment
February 2013

My Nightmare

Do you want access to Campus Labs Baseline and/or Compliance Assist?
Intended Outcomes

As a result of this workshop, you will

- Know the steps to writing good survey questions
- Be able to identify characteristics of good survey questions
- Be able to recognize characteristics of good response options

4 Steps to Good Survey Questions

1. Establish goals
2. Develop questions & responses
3. Pilot test questions
4. Re-evaluate each question
1. Establish Goals

- “If you don’t know where you are going, you might end up somewhere else.”

~ Yogi Berra

2. Develop Questions: Wording Questions

- Clear
- Objective
- Specific
2. Develop Questions: Wording Questions

- Be Clear – Avoid double barred questions
  
  To what extent did your facilitator address your workshop concerns and questions?
  
  To what extent did your facilitator address your workshop concerns?
  
  To what extent did your facilitator address your workshop questions?

- Be Clear – Avoid abstract terms or jargon
  
  The in-class activities facilitated active learning.
  
  The in-class activities (e.g., concept mapping, eye-witness testimony activity) helped keep me engaged in class.
2. Develop Questions: Wording Questions

- **Be Objective - Avoid leading questions**

  Tutoring services has been shown to improve college GPA. Do you plan to use the new XYZ tutoring program this quarter?

  Do you plan to use the new XYZ tutoring program this quarter?

- **Be Specific**

  Did you vote in the last election?

  Did you vote in the November 2012 presidential election?
2. Develop Questions: Wording Responses

- **Exhaustive and Mutually Exclusive**

  In an average week, how many times do you go to the Main Gym?

  - 1-2
  - 2-3
  - 4-5
  - 6 or more times a week

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2. Develop Questions: Wording Responses

- **Exhaustive and Mutually Exclusive**

  In an average week, how many times do you go to the Main Gym?

  - 0
  - 1-2
  - 3-4
  - 5-6
  - 7 or more times a week
Why did you choose to study at Fox Paw U? (Choose all that apply.)

- Close to home
- Geographic location
- Academic reputation
- Program/major of interest
- Academic ranking
- Close to family & friends

2. Develop Questions: Wording Responses

- Exhaustive and Mutually Exclusive

Why did you choose to study at Fox Paw U? (Choose all that apply.)

- Geographic location
- Academic reputation
- Program/major of interest
- Other __________
Overall, how satisfied were you with the consulting service you received from the Assessment Office?

- Very Satisfied
- Satisfied
- Somewhat Satisfied
- Dissatisfied

Overall, how satisfied or dissatisfied were you with the consulting service you received from the Assessment Office?

- Very Satisfied
- Satisfied
- Neither Satisfied or Dissatisfied
- Dissatisfied
- Very Dissatisfied
2. Develop Questions: Wording Responses

- "No Opinion" or "Unsure" answer choices

I am confident in my ability to function on a multi-disciplinary team.

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree
2. Develop Questions

- **Match the question and response**

  I would recommend this seminar to others.
  - Outstanding
  - Above Average
  - Average
  - Below Average

- **Match the question and response**

  I would recommend this seminar to others.
  - Strongly Agree
  - Agree
  - Disagree
  - Strongly Disagree
2. Develop Questions

- **Match the question and response**
  
  Rate today’s seminar.
  - Above Average
  - Average
  - Below Average

- **Open-ended** questions allow the respondents to write their own answers

  What was the most important thing you learned in the internship?
Your Turn

- How can the survey questions be improved?
- Read and evaluate the survey questions
- With a partner, revise the survey questions
- Be prepared to share

3. Pilot test

- Read aloud
- Think aloud
- Watch & get feedback
Your Turn

- Find some partners
- Use one of the three pilot testing technique to pilot test your survey questions.

4. Re-evaluate Each Question

- How does it address your goals?
- How will the response help answer your question?
- Can I get this information somewhere else?
My Epiphany

Do you want access to Campus Labs Baseline and/or Compliance Assist?

1) Do you want access to Campus Labs Baseline (our surveying tool)? Y/N
2) Do you want access to Compliance Assist (our assessment reporting tool)? Y/N

Parting Thoughts

- Decide what you want to learn
- Use today’s handouts to construct questions and responses
- Pilot test, revise, and repeat
- If in doubt, cut it out
Questions?

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