Top Tips for Good Survey Questions

**Remain neutral**
- Have an even number of negative and positive options in Likert scale items.
- Keep your biases out of questions.

**Use appropriate language**
- Use everyday language.
- Be clear and concise (KISS: Keep It Short and Simple).
- Be positive where possible.

**Ask one question at a time**
- It makes it easier for participants to respond.
- It makes it easier for you to analyse.

**Keep the survey short**
- Participants are more likely to complete and submit a short survey.

**Let the purpose of the survey drive the questions**

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**Ask leading questions**
- Resist influencing participants’ responses with positive/negative questions about a topic e.g. “What do you think of the wonderful new sports centre?”.

**Confuse participants with inappropriate language**
- Avoid deficit language that focuses on what someone can't do.
- Avoid slang, jargon, technical terms and other unfamiliar words - explain them if they need to be included.

**Ask double-barrelled questions**
- When you ask two things at once you can't analyse which one really influenced the response e.g. “How interesting and engaging was the Vietnam unit?”.

**Make the survey too long and complicated**
- When participants stop a survey and don’t submit it, you don’t know of the answers they have given are correct, so they often cannot be used in analysis.

**Ask everything you possibly can on the topic**