

Top Tips for Good Survey Questions

01

Remain neutral

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

02

Use appropriate language

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

03

Ask one question at a time

- It makes it easier for participants to respond.
- It makes it easier for you to analyse.

04

Keep the survey short

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

05

Let the purpose of the survey drive the questions

DO

DON'T

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