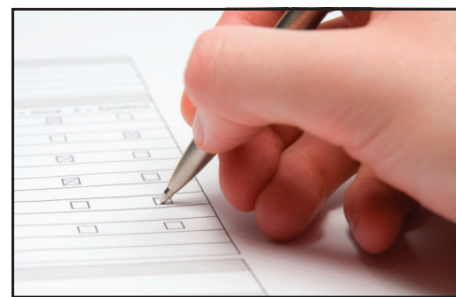




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Survey Design



Basic Tips

- Give your survey a short title that captures its purpose
- Provide clear, simple and concise instructions for completing the survey
- Begin with what you consider to be the most interesting questions
- Put important questions in the first half
- Leave demographic questions until the end
- Word your questions precisely so there can be no misunderstanding or ambiguity
- Limit the questions to those which you need for your analysis
- Ask multiple choice questions where possible but include open-ended response questions
- Field test the survey and ask if anything is misleading, unclear or missing



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Formulating Good Questions



- Ask for an answer on only one dimension (don't ask about the quality of food and accommodation in the same question)
- Include enough multiple choices to cover all possible answers (allow for "other" "NA", "no opinion")
- Use variability of Responses (for example use a 1-5 scale or Agree/Disagree scales rather than yes/no responses)
- Do not assume specific knowledge in advance (such as knowing the difference between formative and summative evaluation methods)
- Avoid leading questions, the use of quantifying adjectives such as "most" or "a majority of", "usually" or "considerable". This can imply a desired answer
- Ensure questions follow logically from the previous question, or group them in clearly defined sections with a title for each section
- Try to avoid "branching" methods (such as "if No, go to question 3, if Yes go to question 4) which can confuse respondents
- Ask for confidential information only if it is absolutely necessary (and be prepared to not get the truth in any event)