"Write an Effective Survey Question" - Ross Tartell

Tartell, Ross. "Write an Effective Survey Question." Training 52.4 (2015): 14. Web.

This article opens by explaining that asking the wrong questions, or the wrong kind of question, can lead to inaccurate data in terms of fitting the research topic. The author states that having a strong set of questions is the basis for having a good survey. Figuring out why a researcher is conducting a project is the first step in the question constructing process. The tips in this article are based upon surveys that contain a form of rating scale such as a participant being presented with a question and their task is to rate from "strongly agree" to "strongly disagree."

Tip #1: "Be sure the statement applies to the respondents"
If the participant does not have the background to give an opinion about the questions being asked, they are more likely to skip it or give neutral responses. The more specific a question is, the stronger it will be on a survey.

Tip #2: "Make sure the questions you create provide information that's necessary"
Be sure to not add irrelevant information and details to the questions being asked because that may give the survey a less reliable framework or may make the questions seem less important to the participant. They may not be able to decern the important information from the negligible.

Tip #3: "Keep it simple"
Using easily understandable wording and sentence structure is important in the respondent's experience with the survey. If they do not understand the question properly, the information they give won't be as accurate.
- "Create short questions that contain one idea"
  - Eliminate "or" and "and" words - eliminate the "double-barreled" questions
- "Be brief and concise"
- "Minimize jargon and acronyms"
  - The respondents need to understand what you are asking them to report on
- "Avoid the use of double negatives"

Tip #4: "Pay attention to social desirability"
Refraining from the use of leading questions will make the answers given more accurate in terms of how the participant feels rather than what they deem to be a socially acceptable answer. Avoid emotionally charged words or derogatory language in the formation of the questions. These questions will then be able to provide accurate data.