Writing and Adapting Questions

AVOID:
- Jargon, slang, and abbreviations
- Ambiguity, vagueness
- Emotional language
- Prestige bias
- Double-barreled questions
- Leading questions
- Exceedingly difficult questions
- False premises
- Double negatives
- Asking about future intentions
  - If you do, make as concrete and realistic as possible

DO:
- Make response categories
  - Mutually exclusive
  - Exhaustive
  - Balanced
- Reverse direction of questions
- Ask tougher questions toward the end
- Keep it as brief as possible
- Use skip patterns when appropriate

Asking Tough Questions
- Social desirability bias (possible) solutions:
  - Get buy-in
  - Warm-up to tough questions
  - Frame the question with “other people” norm
  - Bury the question in more negative/severe context
  - Consider anonymous and private formats

Critical Format Choices
- Open-ended vs. closed-ended
- Closed-ended options
  - Agree/disagree
  - Discrete choice
  - Rankings & Ratings
- Whether or not to use the unsure category
- Is there an effect of question order?
- Will the survey fatigue respondents?
  - Minimize length
  - Make layout appealing