The webinar will begin at 1 p.m. Eastern.
**Basic Principles of Survey Question Development**

**EvaluATE Webinar Series**

February 20, 2019

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**ADVANCED TECHNOLOGICAL EDUCATION**

www.nsf.gov/ate

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**Materials**

- Slides
- Handout
- Recording

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Slides, video, and handout:

www.evalu-ate.org/webinars/feb-19/
Introductions

Mike Lesiecki
Lyssa Wilson Becho
Lori Wingate

Behind the Scenes

Emma Perk
Kelly Robertson
Sharon Gusky
Cynthia Williams
Janet Pinhorn
Shannon Payne
This material is based upon work supported by the National Science Foundation under grant number 1600992.

Any opinions, findings, and conclusions or recommendations expressed in this material are those of the presenters and do not necessarily reflect the views of NSF.
Basic Principles of Survey Question Development

There are no right answers to wrong questions.

- Ursula K. LeGuin
  The Language of Night

Slides, video, and handout:
www.evalu-ate.org/webinars/feb-19/
What is your FTE? ______

What does FTE mean?

PRINCIPLE 1

Language is simple and direct; questions are free from jargon, acronyms, and ambiguous terms.
PRINCIPLE 1
Language is simple and direct; questions are free from jargon, acronyms, and ambiguous terms.

1 What is your FTE? _____

What does this mean?
Number of hours?
Percentage?
Percentage of 40 hours?

How many hours per week do you work in your job?

hours
What problem(s) do you see in this question?
Use the chat to share your answer.

How confident are you in your grant development and management skills?
○ Not at all confident
○ Somewhat confident
○ Very confident

PRINCIPLE 2
Each question asks about only one thing at a time.
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Each question asks about only one thing at a time.

2 How confident are you in your grant development and management skills?
   ○ Not at all confident
   ○ Somewhat confident
   ○ Very confident

1 How confident are you in your grant development skills?
   ○ Not at all confident
   ○ Somewhat confident
   ○ Very confident

2 How confident are you in your grant management skills?
What problem(s) do you see in this question?
Use the chat to share your answer.

3  It will not be difficult to apply what I learned in this webinar.

○ Strongly disagree
○ Disagree
○ Agree
○ Strongly agree

PRINCIPLE 3
No more than one negative term is used in a question, including its response options.
**PRINCIPLE 3**

No more than one negative term is used in a question, including its response options.

<table>
<thead>
<tr>
<th>3</th>
<th>It will not be difficult to apply what I learned in this webinar.</th>
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“I disagree it will not be difficult to apply what I learned in this webinar.”

---

**PRINCIPLE 3**

No more than one negative term is used in a question, including its response options.

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I will be able to apply what I learned in this webinar.

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Slides, video, and handout: www.evalu-ate.org/webinars/feb-19/
What problem(s) do you see in this question?
Use the chat to share your answer.

4
What is your role in the Advanced Technological Education program?
- Principal investigator (PI) or co-PI
- External evaluator
- Project staff

PRINCIPLE 4
Response options are exhaustive; all reasonable answers to a question are included, with an other option if needed.
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Response options are exhaustive; all reasonable answers to a question are included, with an other option if needed.

4 What is your role in the Advanced Technological Education program?
○ Principal investigator (PI) or co-PI
○ External evaluator
○ Project staff

What is your role in the Advanced Technological Education program?
○ Principal investigator (PI) or co-PI
○ External evaluator
○ **Internal evaluator**
○ Project staff
○ Grant specialist
○ Other: __________
○ Not applicable
What problem(s) do you see in this question? Use the chat to share your answer.

5 What is your age?
○ 20 or younger
○ 20-30
○ 30-40
○ 40-50
○ 50-60
○ 60 or older

PRINCIPLE 5
Response options are mutually exclusive; possible answers do not overlap.
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Response options are mutually exclusive; i.e., possible answers do not overlap.

What is your age?
- 20 or younger
- 20-30
- 30-40
- 40-50
- 50-60
- 60 or older
What problem(s) do you see in this question?
Use the chat to share your answer.

6

<table>
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<tr>
<th>Graduated students should be trained in research compliance.</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<tr>
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PRINCIPLE 6

Response options match question stem; all possible answers make sense with prompt.
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**Agreement scales work well with opinion questions.**

**Adverbs in question stem confound agreement scale**

**Action – yes/no or frequency**
**Graduate students should be trained in research compliance.**

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**I am knowledgeable about research compliance.**

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**Have you completed a training session on research compliance in the past 12 months?**

<table>
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<tr>
<th>Yes</th>
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**PRINCIPLE 6**
Response options match question stem; all possible answers make sense with prompt.
What problem(s) do you see in this question?
Use the chat to share your answer.

7 What is your opinion of the overall quality of this webinar?

- Met my expectations
- Good
- Very good
- Exceeded my expectations

PRINCIPLE 7
Terms used in a response scale are consistent and balanced; they represent either a continuum of the same concept (unipolar) or of opposite concepts (bipolar).
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What is your opinion of the overall quality of this webinar?
- Met my expectations
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Terms used in a response scale are consistent and balanced; they represent either a continuum of the same concept (unipolar) or of opposite concepts (bipolar).

**What problem(s) do you see in this question?**
Use the chat to share your answer.

8. How do you usually get to campus?
   - Bus
   - Car
   - Bike
   - Walk
   - Live on campus
   - Other __________________
   - Don’t know
PRINCIPLE 8

Don’t know and not applicable are included only when they are reasonable responses.

How do you usually get to campus?

- Bus
- Car
- Bike
- Walk
- Live on campus
- Other _____________
- Don’t know
8 How do you usually get to campus?
   ○ Bus
   ○ Car
   ○ Bike
   ○ Walk
   ○ Live on campus
   ○ Other ________________
   ○ Don’t know

**PRINCIPLE 8**
*Don’t know and not applicable* are included only when they are reasonable responses.

---

**What problem(s) do you see in this question?**
Use the chat to share your answer.

9a How welcome do underrepresented students feel on your campus?
   ○ Not at all satisfied
   ○ Minimally satisfied
   ○ Moderately satisfied
   ○ Very satisfied
Basic Principles of Survey Question Development

What problem(s) do you see in this question?
Use the chat to share your answer.

9b What do you think are the most important considerations when it comes to instructional design for adult learners?

What problem(s) do you see in this question?
Use the chat to share your answer.

9c How many ounces of water do you drink per day?

______ oz
PRINCIPLE 9
Questions can be readily answered by respondents.

9a How welcome do underrepresented students feel on your campus? Requires sizable inference

9b What do you think are the most important considerations when it comes to instructional design for adult learners? Substantial cognitive burden

9c How many ounces of water do you drink per day? Recall and estimation challenge
10. How long have you been an evaluator?
   - Less than 1 year
   - 1-5 years
   - 6-10 years
   - 11-15 years
   - 16 or more years

**PRINCIPLE 10**
All questions are appropriate for all respondents; branching is used when one or more questions are pertinent to only certain types of respondents.
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All questions are appropriate for all respondents; branching is used when one or more questions are pertinent to only certain types of respondents.

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<tr>
<td><strong>Are you an evaluator?</strong></td>
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<tr>
<td>○ No</td>
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<tr>
<td>○ Yes</td>
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**Hello!**

You are being contacted to participate in a survey about your experience in this training regarding survey development. Please follow the link below in order to participate.

[www.surveylink.com](http://www.surveylink.com)

Your feedback is very important to us.
Thank you for participating in this survey!

We will ask you questions about your recent experience attending a training on survey development.

Your feedback is very important to us.

You are receiving this survey because you participated in a training activity about survey development.

You provided your email address in order to receive follow up information and resources.
The next few questions will ask you about your experience, satisfaction, and learning during the training.

Please respond whether you agree or disagree with each statement using the following response options:
1 = Strongly agree (SA)  
2 = Agree (A)  
3 = Disagree (D)  
4 = Strongly disagree (SD)

Question 1. This survey development training met my expectations.

1 2 3 4  
SD D A SA  

Question 2. The instructor of the survey development training was engaging and knowledgeable.

1 2 3 4  
SD D A SA  

Slides, video, and handout:  
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PRINCIPLE 11

Entire questionnaire is as concise as possible; extraneous or duplicate information is omitted from questions, instructions, and communications.

Question 1. This survey development training met my expectations.

Question 2. The instructor of the survey development training was engaging and knowledgeable.

Slides, video, and handout:
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1. This training met my expectations.

2. The instructor was engaging and knowledgeable.

PRINCIPLE 11
Entire questionnaire is as concise as possible; extraneous or duplicate information is omitted from questions, instructions, and communications.

12. What is your racial/ethnic identity?
   - African American / Black
   - Asian
   - Hispanic
   - Pacific Islander / Alaska Native
   - Multiracial
   - White
   - Prefer to self-identify: ______

Am I planning to analyze survey results by racial or gender categories?

What is your gender identity?
   - Female
   - Male
   - Prefer to self-identify: ______
PRINCIPLE 12
All questions support the survey’s purpose, which is aligned with a larger research or evaluation question.
**SURVEY PRETESTING**

Ways to pretest your survey:

- Checklists and assessment tools
- Expert review
- Think-aloud
- Focus group
- Pilot testing

**OTHER RESOURCES**


Slides, video, and handout: [www.evalu-ate.org/webinars/feb-19/](http://www.evalu-ate.org/webinars/feb-19/)
DESIGNING QUALITY SURVEY QUESTIONS

Designing Quality Survey Questions
by Robinson & Leonard (2018)