

Survey Design Process

What are the different types of survey questions?

For an electronic survey...

Yes/No or True/False questions
Use when you need a clear idea of experiences or opinions.

Multiple choice questions
User-friendly and easy to analyze. But be careful! This question type limits possible responses. Choose the possible responses after considering all the different ways your public could answer.

Rating scale questions
Often used to measure satisfaction. Make sure your scale includes a neutral option and a not applicable (N/A) option.

Matrix questions
These are groups of rating scale questions. The scale is the same for each element being measured. A second matrix in the same survey can use a different scale.

Demographic questions
Questions about age, income, gender, education, location, etc. These should only be used when absolutely necessary!

How about questions with video/images?
It's best to avoid these questions, since video especially can make the survey longer to complete.

For an interview...

Open-ended questions
Yes or no answers to these questions are not possible. Respondents have the freedom to say as much or as little as they wish. Answers must be recorded in a reliable and consistent manner.



1 What do I want to find out? (purpose)

What does my public know about a topic?

What is my public's **feedback**?

Can I compare two different groups of respondents?

What are my public's **habits**?

Is there a **need** for a service?

What is my public's **opinion** on a topic?

How **satisfied** is my public?

Is there a **correlation**?

How **important** is something to my public?

2 How will I find out? (form)

use either for finding out about...

an electronic survey is best for finding out about...

an interview is best for finding out about...

feedback
opinion
satisfaction

knowledge
comparison
correlation

need
habits
importance

How many possible answers exist to the questions I am going to ask?

I use the possible answers to choose the best question types for my electronic survey.

Or I use the possible answers to create the coding system I will use to analyse the responses to my open-ended interview questions.

3 How will I learn from the data? (analysis)



4 Write a survey!



Which platforms can I use to create and send my survey?

- Google Forms**
Great for quick survey creation and easy data analysis.
Not great for branding and personalisation.
- FinalSite Forms**
Great for professional and visually appealing surveys to large audiences.
Not great for generating visual graphs for analysis.
- MentiMeter**
Great for short, quantitative surveys and tracking answers over time with different audiences.
Not great for in-depth data collection.
- E-Questionnaires**
Great for short, quantitative surveys and tracking answers over time with different audiences.
Not great for personalisation/branding or for those new to survey creation.
- Kahoot**
Great for short, quantitative surveys and tracking answers over time with different audiences.
Not great for in-depth data collection.

Always think about your purpose.
Always think about how you will analyse data.
Always think about privacy protection.
Always send a test survey to a small group.