

## Question Design

### ✓ Multiple Choice Questions:

This type of question is useful for all types of feedback. These questions have two or more answer options, but be careful of leaving out an answer option (for example, not including “Not Applicable/NA” in a “yes” or “no” type question – do you watch television at night?).

### ✓ Rating Scale Questions:

This type of question is useful in opinion research and uses a rating scale of responses. The most common type is the Likert Scale. In a Likert Scale, each option is assigned a number or weight (useful in survey analysis); the most typical Likert Scale item asks whether a person agrees or disagrees. For example:

I found the training enjoyable:

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

### ✓ Semantic Differential Scale Questions:

The Semantic Differential Scale is similar to a Likert Scale question, but does not assign an option or label to each number. Instead, descriptors are placed at either end of a numerical scale and the respondent chooses the number that best corresponds to how he/she feels. For example:

Hard to Understand							Easy to Understand
1	2	3	4	5	6	7	8

### ✓ Rank Order Scale Questions:

Rank Order questions can provide information about how important something is to your respondent. It allows people completing your survey to indicate the most important to least important among a number of items. For example:

Please rate the following factors, from most important to least important, when considering what college to attend (1=most important; 3=least important).

	1	2	3
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

✓ **Open Ended Questions:**

Open ended questions are useful for collecting feedback from people and may also provide additional directions or ideas about the survey goals that was not originally included. These questions often require extra time – for both the respondent as well as the person administering the survey. The question should be stated in a way to elicit a longer response; if it is possible to give a one word answer to your question, think about rephrasing to gather the most information. Remember to include adequate space to allow someone to answer the question fully.