# Survey Design Checklist

## Clarify
- Be clear that a survey is the best approach
  - Consider how the survey will fit in the context of all of your data collection efforts.
- Identify data sought
  - Clarify the questions you are trying to answer through the survey.

## Choose
- Choose the respondent pool
  - Does the target population really have the information that you want?

## Determine
- Identify the specific domains you need information about
  - Decide between what is interesting and what is relevant.
- Decide on the specific questions you need answered
  - It may be that not all questions can be addressed through a survey.
- Decide on the best format
  - There are pros and cons for each type.

## Ask
- Outline the survey
  - Does the survey have an introduction that explains the purpose of the survey, duration and offers an incentive?
- Design the questions carefully to get the desired info
  - Consult colleagues or friends.
- Ask one question at a time
  - Keep wording of questions simple and single-focused.
- Make choices exhaustive and mutually exclusive
  - Don’t be afraid to go through many drafts.
- Limit open-ended questions
  - It is much more complicated to analyze data from open-ended questions.
- Prevent implicit bias in questions
  - Be cautious not to steer respondents to particular answers.
- Use appropriate language
  - Avoid using jargon and acronyms.
  - Phrase questions so respondents will know what you are talking about.
- Pay attention to the sequencing of questions
  - Be careful where you locate sensitive questions.
  - Think about the flow of questions.

## Pilot
- Test for clarity of questions AND directions
  - Crucial that the directions are clear. Can only know this by testing them.
- Incorporate feedback into the final draft
  - Work seriously with the information received in the piloting process to ensure the final survey instrument is as clear as possible.