

I214 Writing survey questionnaires

March 5, 2013

Survey steps

Determine goals

Decide: is this the best method given the circumstances?

Design

Who are you administering it to?

Method of administering

Questions

Content

wording

Logistics

Analysis (yes, before you administer)



Uses in UX Research

Pre-design: survey potential users

What can potential users tell you?
(How do you find *potential* users?)

Usability testing

Questionnaire for pre-qualifying participants
Questionnaire for info before testing (e.g., demographics, experience)
Questionnaire after testing
Data collection for automated remote usability

Post-implementation

Evaluation of system
Get data behavior that is otherwise unobservable

DESIGNING MEASUREMENTS

Steps in survey design

Conceptualization

Define the abstraction you're measuring (e.g. satisfaction)

Identify its aspects

Operationalization

Decide what kinds of questions you can ask to measure the aspects with a survey instrument

How satisfied are you with this product?

Would you recommend it to a friend?

What can you learn from a survey?

Self-reported facts

Characteristics of respondents Demographics, experience, employment...

Self-reported behavior

This instance

Generally/usually

Past

Anticipated (who will you vote for?)

Opinions and attitudes:

Preferences, opinions, satisfaction, concerns, perceptions

Their expectations of their future behavior

Knowledge

What respondents know about x, y, z

...and the relationships among them



Respondent characteristics include:

Demographics:

age, sex, race...

Income

Family/living circumstances

Living conditions

Where

Urban/suburban/rural

House, apartment...etc etc.

Experience, expertise

Occupation

**Know how you'll
use the data. If
you don't need to
know, don't ask**

Behavior

Tasks

Purpose

Results

Usage and activity

Frequency; common functions
hard to answer accurately

Self-reports vs observations

Competitive products or services

Time:

This event

Today

The last time you...

The last week

The last month

Generally...

4. How often do you visit NBCOlympics.com?

- This was my first visit
- More than once a day
- Once a day
- 4-6 times per week
- 2-3 times per week
- Once a week
- Less often than once a week



Self-reported behavior

We just have a few final questions to help us classify your answers.

18. How strongly do you agree or disagree with the following statements about yourself?

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
I often recommend websites to friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising helps me learn about new products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People come to me for advice before buying new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the most influence on purchase decisions within my household	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next Question

19. Which, if any, of the following technology devices do you have at home?

Please select all that apply.

- Digital cable
- Wireless Internet
- Laptop computer
- Video enabled cell phone
- Game Console
- HDTV
- Desktop computer
- Smartphone
- Video iPod
- TV (of any kind); please specify how many:
- DVR/TiVo
- None of the above

Self-reported behavior

Internet Experience

On which devices do you access the Internet? (Please check all that apply.)

- Desktop
- Laptop
- Mobile device (phone, PDA)
- Other (Please describe):

How would you describe your **level** of Internet experience?

- Beginner
- Intermediate
- Advanced
- Expert

How many **years** have you been using the Internet?

- 15 years or more
- 10+ years
- 7-9 years
- 4-6 years
- 1-3 years
- Less than one year

How many **hours** per week do you spend using the Internet, excluding email?

- More than 10 hours per week
- 5-10 hours per week
- 2-4 hours per week
- Less than 2 hours per week

OPINIONS, EVALUATION

Attitudes and opinions

Product itself

Content, organization, architecture, interface

Desires

Preferences

Concerns e.g., security

Perceived needs

Requirements/suggestions

Satisfaction

Ease of use

Subdivided by part of site, task, purpose...

5. How satisfied are you with NBCOlympics.com?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

6. What aspects of the site do you like the most?

7. What aspects of the site do you dislike? What could be improved?

Opinions

1. Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. Do you feel overloaded, or do you like having so much information available?

- Feel Overloaded**
 - Like having so much information available**
-

2. Overall, do you think that computers and technology give people **MORE** control over their lives, **LESS** control over their lives, or don't you think it makes any difference?

- MORE control over their lives**
- LESS control over their lives**
- makes NO DIFFERENCE**



Summary evaluation and asking for follow-up

Overall Beta Web Site Feedback

All feedback is welcome. Please provide us with any additional feedback you have about our beta web site.

What do you think about our process of showing our work in progress?

We're looking for volunteers to give us feedback on our web site and other foundation communication projects. Would you be interested in participating? All information is confidential. See our [privacy policy](#).

- Yes, take me to the sign-up page
- No, thanks

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[Submit](#)

WRITING QUESTIONS: EXAMPLES AND GUIDELINES

A quick list of types of questions

- Multiple choice (radio button or checklist)
- Likert scale
- Rank ordering
- Constant sum
- Open-ended fields

13. How much do you agree or disagree with each of the following statements about NBCOlympics.com?

NBCOlympics.com. . .

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
Makes it easy to find what I'm looking for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has relevant ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an appealing layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has entertaining videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is my main source of information for Olympic news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has too much information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a site I'd recommend to friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has seamlessly integrated ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has information I can't find anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has all of the information I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has breaking stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easy to use/navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Likert scale as matrix

Writing questions involves:

Remember

People skim text

People answer quickly

1. Deciding topics to address
2. Writing questions and instructions
 - One concept per question
 - Consistent language
 - Relevant and applicable to respondents
3. Writing answers to closed-ended questions
 - Mutually exclusive*
 - Specific
 - Unambiguous**
 - Exhaustive (but not exhausting!)
4. Deleting unnecessary questions
 - Do you need to know?
 - Can you get the information elsewhere?

* Unless you're using checkboxes, but even then try to keep the answers from conceptually overlapping

** Insofar as that is possible

Respondent characteristics

Pew Typology Quiz

What is your gender?

Male

Female

Burning Man Survey

What is your current gender?

Woman

Man

Intersex

Other



Use standard categories OR match the user's wording

Pew

What is your race?

White

Black or African-American

Asian or Pacific Islander

Mixed race

Native American/American Indian

Other (**SPECIFY**)

Don't know/Refused

Burning Man

Do you consider yourself
to be a person of color?

Yes

No

Sometimes

Income as ranges

Last year, that is in 2006, what was your total family income from all sources, before taxes?

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 or more
- 9 Don't know/Refused

Characteristics can be specific

BILL & MELINDA
GATES *foundation*

Close Survey 

Sign up to participate in future studies

Have you visited www.gatesfoundation.org before (for purposes other than taking this survey)?


Yes
 No

Which of the following best describes your relationship with the foundation?

Grant seeker Funding partner
 Interested member of the public Media
 Researcher Current grantee
 Job seeker Other (Please describe):

We're looking for volunteers to give us feedback on our web site and other foundation communication projects. Would you be interested in participating? All information is confidential. See our [privacy policy](#).

Yes, take me to the sign-up page
 No, thanks

Next 

20. Are you male or female?

- Male
- Female

21. What is the highest level of schooling that you have completed?

- Some high school or less
- High school graduate
- Some college
- College graduate or more
- Prefer not to answer

22. Please estimate your total yearly household income (from all sources) before taxes.

- Under \$30,000
- \$30,000 to just under \$50,000
- \$50,000 to just under \$75,000
- \$75,000 to just under \$100,000
- \$100,000 or over
- Prefer not to answer

Thanks for your participation! We hope you enjoyed it!

[Return to Your Originating Web Page](#)

Consider
assuring
privacy

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[Respondent Privacy Statement](#)

Anchor self-reported expertise in specifics

Please **select all** the Internet activities that you have done.

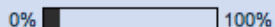
	Yes	No	Not Sure
Purchased a product online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Completed a questionnaire online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Created a Web page or Web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customized a Web page (e.g. My MSN, My Yahoo, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changed the browser's "start-up" or "home" page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changed cookie preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participated in instant messaging, online chat or other online discussion (excluding email)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listened to an online radio broadcast or streaming media (video) presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made a phone call online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used a Web site to find an address or telephone number	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Took a class or bought a book to learn more about the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloaded or exchanged music or video files	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posted digital photos or other image files to a Web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Submit

Gates Foundation

Survey on Using the Internet



Using the Internet & Technology

To begin we would like to understand how you currently use the Internet and related technology.

* Please rate how frequently you use each of the following Internet resources for any purpose.

	Never	Less than a few times a month	A few times a month	Every week	A few times a week	Every day	A few times a day	Unsure
Search Engines (such as Google, Bing, Yahoo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networking sites (such as Facebook, LinkedIn, MySpace)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video sites (such a Hulu, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio & Music (such as Pandora, podcasts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo sites (such as Flickr, Photobucket)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microblogging sites (such as Twitter, Blippy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping sites (such as Amazon.com, Walmart.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* Also, please rate how frequently you use each of the following Internet resources for any purpose.

	Never	Less than a few times a month	A few times a month	Every week	A few times a week	Every day	A few times a day	Unsr
Review & Recommendation sites (such as C/Net, Yelp)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private sale sites (such as RueLaLa, Gilt Groupe)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deals sites (such as Groupon, Living Social)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupon sites (such as Coupons.com, Coupon Cabin)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classified ad sites (such as Craigslist.org)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mapping sites (such as MapQuest, Yahoo! Maps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location services (such as Foursquare, Gowalla)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel-planning sites (such as Yahoo! Travel, Kayak, Travelocity, TripAdvisor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto buying & maintenance sites (such as Yahoo! Autos, Edmunds, Kelley Blue Book)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* Please indicate how often you access the Internet via:

Less than a

Prompt recognition rather than recall

8. Which of the following activities have you ever done on NBCOlympics.com?

- Watch video clips/highlights
- Get information about the athletes
- Read blogs
- Read articles
- Get information about the sports
- Get local coverage about the Olympics
- Get the TV schedule
- Get the competition schedule
- Get results/medal counts from past Olympics
- Watch full-length events (live or archived video)
- Get results
- Look at photos
- Get the medal count
- Get information about Vancouver
- Other, please specify:
- None of the above

3. How involved are you in the following Winter Olympic sports?

	Watch on TV	Watch online	Get information online	Get information/watch on mobile	No involvement
Alpine Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biathlon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bobsled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-Country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Figure Skating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freestyle Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hockey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Luge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nordic Combined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short Track	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skeleton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ski Jumping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed Skating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next Question

You can be open-ended

We'd be interested in hearing about the most amazing thing that has ever happened while you were online.

It could be a story about how something on the Web changed your life, something interesting you discovered on the Web, or something really important or even really amusing that happened during an exchange of email.



More guidelines

22 Please specify any global water issues or concerns you are aware of?

23 Have you taken any steps to help alleviate any water problems around the world? Please specify

Writing questions - some guidelines



Bad survey questions

Double barreling:

Bad: Is this site clear and useful?

Good: Do you find the information on this site clearly presented? Is it useful to you?

Even better: *How* clearly is the information on this site presented?

Answer: scale from “not at all clearly” to “very clearly presented.”

Loose Bundling vs. Anchoring:

Bundling Bad: How often do you use the internet?

Anchoring Good: For the following internet uses, please indicate how often...LIST: email, online shopping, online banking, reading blogs...etc etc

Assumptions

Bad: How has blogging changed your life?

Good: Do you blog? If yes, how well does this statement describe you? “Blogging has changed my life.”

Answer: scale from “not at all” to “very well.”



Not too many items

7) Please tell us what kind of information you were looking for today and if the information provided met your expectations

In response to the following items, please use a rating scale where between 1 and 5 where 1 is the lowest and 5 is the highest.

- How to contribute
- General Memorial information
- Information about Dr. Martin Luther King, Jr.
- Fundraising progress
- Major contributor information
- Memorial design description
- Memorial illustration/sketches
- Information about the site in the National Mall
- Designer / designing firm information
- Press releases
- Memorial project history
- Volunteer opportunities
- Other non-financial ways to support the Memorial
- Brochures and other printable materials



Not too many ratings

No more than 7; preferably 5 or fewer

Pick a deliberate stance on the inclusion of a neutral answer

Based on your best online experience, how would you rate Macworld.com as a website that...

...is a reliable source of information that you trust?

Very bad	Bad	Fair	Good	Very Good	Outstanding					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
0	1	2	3	4	5	6	7	8	9	10

White space: attractive, easier to read

Thousands of young people will visit the Museum each year. Thinking about how the Museum will make a big impression on children, how important are each of the following:

- Appreciating police officers as true American heroes and role models
 - Very important
 - Somewhat important
 - Not important
- Gaining respect for the rule of law and growing up to be law-abiding citizens of our country
 - Very important
 - Somewhat important
 - Not important
- Being discouraged from joining gangs, using drugs, or participating in other illegal and destructive behavior
 - Very important
 - Somewhat important
 - Not important
- Realizing how much better life in America is for them and their families because of the service and sacrifices of law enforcement officers
 - Very important
 - Somewhat important
 - Not important
- Considering a career in law enforcement
 - Very important
 - Somewhat important
 - Not important



Avoid convoluted instructions, questions, answers

How interesting would each of the following displays be to you?

* Historic displays with old-fashioned and famous police artifacts from the beginning of America, through the Wild West, to the mobster era and more recent times

* Modern displays where visitors go behind the badge and experience what it's like to walk in an officers shoes today, featuring the latest crime-fighting equipment and tactics

What's wrong with this picture?

At what level do you think is it more acceptable for an employee to work from home? [Please tick all that apply]

- Entry level
- Graduate scheme level
- Managerial level
- Senior management level
- Board level
- It is acceptable at any level
- It is not acceptable at any level
- Don't know

Questions that all respondents must answer should apply to all of them

Macworld



iPSI iPercept
Satisfaction
Index
Privacy Po

What is the estimated **total dollar value** of the technology solutions/services you are involved with purchasing or influencing the purchase of on an **annual basis** for your organization?

- \$1 Billion or more
- \$500 to \$999.9 million
- \$100 to \$499.9 million
- \$50 to \$99.9 million
- \$10 to \$49.9 million
- \$1 to \$9.9 million
- \$500,000 to \$999,999
- \$250,000 to \$499,999
- \$100,000 to \$249,999
- Under \$100,000
- None

4. Which pages on the City of Berkeley website do you visit most often?

Please evaluate the topics covered in this workshop:

Topic 1: _____

How useful was this topic?

How would you rate the presenter?

What did we NOT cover that you were hoping to learn about?

Topic 2: _____

Appendix

SURVEY QUESTION RESOURCES

Survey question resources

Reputable online survey services

Published studies

Pew (pewinternet.org) has a question bank

Volunteer to take a survey