

Survey Question Writing Tips

- ✓ Use simple and concise language that students will understand.
- ✓ Ask one question at a time. Questions or statements with “and” (e.g., helpful and knowledgeable) or that have sets of phrases (e.g., demonstrate understanding, communicate effectively, and provide feedback) are asking about more than one construct. Separate them into different questions.
- ✓ Avoid loaded/biased questions.
- ✓ Format the question for the answer/data you need (When did you move here? vs. In what year did you move here?).
- ✓ Write the question to fit the response categories (don’t have a frequency scale for a yes/no question).
- ✓ Response categories should be grammatical answers to the survey questions (think about the tense or perspective).
- ✓ Use a question and answer format for easier processing (not “I am...”).