

Questions to Ask When Reviewing a Survey Draft

- 1) Are the directions clear?
- 2) Are there any spelling or grammatical problems? Are any items difficult to read because of sentence length, choice of words, or special terminology?
- 3) Would the participants interpret any of the questions in a different way from the original intention of the questions? Are any questions leading?
- 4) Do you believe participants will experience problems with the item formats?
- 5) Were the response alternatives appropriate for each item?
- 6) Are the questions organized in the right manner? Do the items flow?
- 7) For web-based instruments, were there any technical problems accessing the instrument?
- 8) Is the survey too-long?
- 9) Do you have any concerns about the confidentiality or how the survey will be used? Any other concerns?
- 10) What suggestions do you have for making the questionnaire or individual items easier to understand and complete?
- 11) Are there any questionable biased language toward underrepresented populations?
- 12) Are the questions clear in what is being asked?
- 13) Does the survey measure what it claims to measure?
- 14) Are the outcomes of the program or project being measured in the survey?
- 15) Are demographics included? If not, do they need to be included? Only if they will be utilized.
- 16) Is a survey the best assessment instrument to use to gather the targeted information?
- 17) Is the sample or population appropriate? Is it clear who the sample or population is?
- 18) Are the appropriate methods and audiences identified by which and with whom results will be shared?
- 19) What was your overall reaction to the survey?