






PRIIE's Best Practices for Survey Creation

Simple & Effective Tips

-  **Keep it short & simple.** Try to include no more than 15 questions in your survey.
-  **Ask direct questions.** Be as specific as possible and use clear and precise language.
-  **Ask one question at a time.** Be wary if your question contains the word "and". This could be a red flag.
-  **Avoid leading questions.** Certain phrases can create bias or point the respondent toward a specific answer.
-  **Use response scales when possible.** Scales show the direction and intensity of attitudes, collecting richer data.

Define the Purpose of the Survey

Before thinking about survey questions, you need to define their **purpose**.

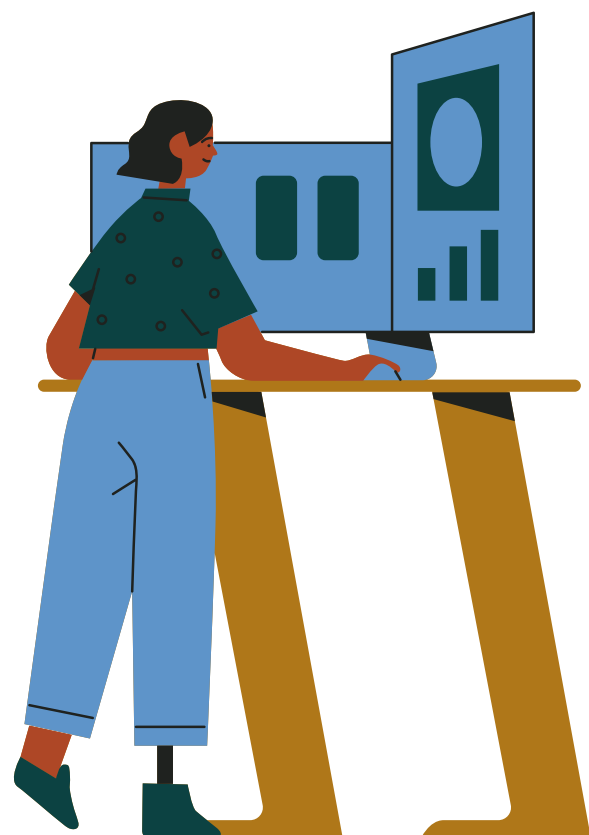
A survey's purpose should be a **clear, attainable, & relevant goal**.

Be sure that your goal is measurable. This way you can tailor questions to what you want to measure.



Have an Analysis Plan

- Know what you plan to do with the data once it's collected.
- Plan any statistical tests ahead of time.



Know your Audience

Be mindful of language and try to stay away from jargon that may be difficult for someone outside your field to understand.