

## **SURVEY HINTS**

Tell purpose of survey early on and tell rationale

Emphasize importance of outcome and of truth-telling – either way

Check reading comprehension

Early on describe structure of interview

If over phone, 4 or less response options

Use visual aids when possible

Brainstorm ways questions could be misread

Do initial small n, qualitative, “think aloud,” sessions and indicate confusing questions, time duration

Add don’t know option?

Do terms need defining

Reduce skip patterns

Phone calls < 30 min

Ask about behaviors, not subjective states

Start with easy, non-embarrassing questions

Is the question one which respondents can easily answer based on their experience?

Does the question contain any words or phrases which could bias respondents to answer one way over another?

Does the question focus on a single topic or does it contain multiple topics that should be broken up into multiple questions?

Pre-testing – have Ss talk aloud how they answer and use probes “How do you go about answering this; what does x mean to you; how did you calculate x, how do you remember x, how do you feel about answering this question, were you able to fit your answer to our categories of answers, is this difficult to answer, how confident are you with your answer, give vignettes that force boundary decisions.