

TBLM Mod.2.6#1: Steps for Developing a Survey

1. Include a brief explanation of what you are doing and why you need the information you will be collecting.

Example: I am planning an invention to help people to _____.

2. Include a clear explanation of the format of the questionnaire and how to answer it.

Example: There are _____ questions in this survey.
They are presented in (explain the format[s]) _____.

3. Ask few questions (four or five). Too many questions could cause respondents to become impatient and give incomplete answers.

4. Ask questions in the affirmative. Avoid the use of “not.”

Example: What activities do you like to do on holidays? (Avoid: “not like”)

5. Select an appropriate format for questions. Consider one or a combination of the following:

- Multiple Choice

Example: What appliance do you use most often in your home?

_____ Television _____ Microwave Oven
_____ Computer _____ Hair Dryer

- Open-Ended, Numeric

Example: How many electrical appliances are there in your bedroom? _____

- Open-Ended, Text

Example: What electrical appliance do you use most often? _____

- Rating Scale

Example: On a scale of 1 to 5, with 5 being the highest, how would you rate the usefulness of the following appliances?

_____ Television _____ Microwave Oven
_____ Computer _____ Hair Dryer

- Agreement Scale (List in order of “agree” to “disagree.”)

Example: How much do you agree with the following statements?

	Strongly Agree	Agree	Strongly Disagree	Disagree
I would prefer to own fewer things so I have less to clean up.	_____	_____	_____	_____
I would like an invention to help me clean up my room.	_____	_____	_____	_____

6. List the questions in order from establishing the needs or preferences of respondents to building up to the purpose of the survey, which is how the needs can be fulfilled.

7. Test the questionnaire on a partner. Ask for feedback on whether the questions are clear or how they could be improved.