

Creating Surveys

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I can assist you with preparing surveys, and I have the software to produce scannable forms and the equipment to scan them. If you will do your homework first, that will speed the process!

List the functions of your unit. Consider the question: under ideal conditions, what results should be produced, or to put it another way, what are we supposed to be doing?

Once the desired results have been determined, your aim will be to ask students, “How well are we doing what we’re supposed to be doing?” Consider what type of items your survey will use. Do you want yes/no responses, a five-point agree/disagree scale, a satisfaction scale, or something else? An item need not be a complete sentence, nor must it be phrased as a question. For example, survey instructions may direct, “Rate your satisfaction on the following,” and a list of words or phrases may follow.

Try to write all your items the same way. Or, if that isn’t feasible, your survey could be set up with multiple sections; say, some “agree/disagree” items and some “satisfied/dissatisfied” items.

Item writing tips follow:

- Be concrete
- Be specific
- Be concise
- Use simple sentence structure and language. That LONG item may need to be written as two or more short items!
- Avoid double-barreled items—watch out for those “and’s”! Example: “The class is fun and interesting.” How will the respondent answer the question if he/she found the class interesting but not particularly fun?
- Avoid jargon—consider your audience. Will they understand the words you choose?
- Avoid negatively worded items such as, “I was not satisfied.”
- Get feedback. If possible, have someone outside your specialty area review your survey before you administer it.
- Open-ended items (where the respondent can write in a response) can provide some very helpful information, but they are difficult to analyze. Keep them to a minimum.

Once you have completed these preliminary steps, or anywhere in the middle if you are stuck, you are welcome to contact me for assistance. I can produce your survey forms, scan them, and analyze them for you.

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