

General Guidelines

1. Professional looking – clean format
2. Brief and concise
 - a. Simple language
 - b. Identify the need for every question
 - c. Clear instructions
3. Use Check Boxes or Circles rather than blanks
4. Place personal questions at the end
5. Leave room for comments

Editing Guidelines

1. Read question aloud
2. Scan items for these words:
 - a. And
 - b. Or
 - c. But
 - d. With
 - e. Except
 - f. If
 - g. When
3. Consider sensitivity review
4. Pilot
 - a. Get feedback and reactions
 - b. Look for:
 - i. Little variance
 - ii. Too many “other”
 - iii. Too many “don’t know”
 - iv. Misinterpretation of open-ended items

Item Writing Issues

Match the metric with the question

Order scales from low to high, negative to positive

Strongly disagree – disagree – agree – strongly agree (may be redundant)

Avoid, AVOID, the middle or neutral option

Avoid the “other” option (unless there are known few categories—where “other” becomes useful during piloting)

Avoid open-ended questions (unless your purpose is to explore the possibilities – recognizing the limitations of reporting the results)