Survey Design
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APPLEWOOD
THE CHARLES STEWART MOTT ESTATE
Types of Error with Surveys

1. Population Specification
2. Sampling
3. Selection
4. Measurement
Tips to make a good survey

1. Clearly state your intentions with the survey
2. Use questions from other sources when available
3. Include instructions with your survey
4. Don’t ask unnecessary personal information
5. Keep questions short and concise
6. Ask only one question at a time
7. Ask unbiased questions
8. Ask questions your participants can answer
9. Order/group questions by subject
10. Present questions in clean and organized layout
11. Test the survey questions
Types of Questions

Fixed Responses
• A specific list of responses
• Basic fixed response questions
• Rating Questions
• Ranking Questions

Open-Ended
• No list or answer choices (short answer)
• Completely open-ended
• Partially open-ended (the “Other” option)