

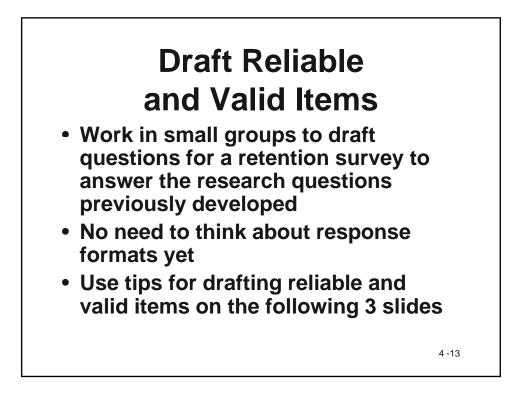
Outline Topics and Draft Items

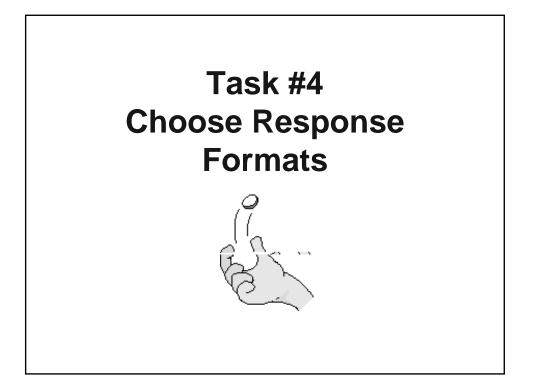
- What topics need to be covered to answer the research questions?
- · What items will fully address these topics?
- Do not include topics or items that are merely "interesting to know"
- Draft reliable and valid items
- Six types of items (Patton, 1990, pp. 290-291):
 - Experience / Behavior Questions
 - Opinion / Values Questions
 - Feeling Questions
 - Knowledge Questions

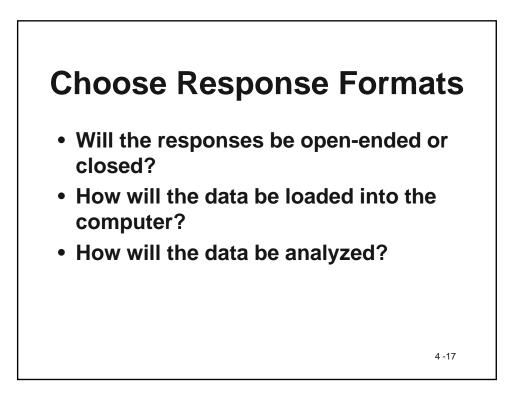
Outline Topics and Draft Items

- Draft reliable items
 - Will respondents interpret the item in the same way on another day?
 - Will the item be interpreted in the same way by all respondents?
 - Will the item be interpreted by the respondents in the way you have intended?
- Draft valid items
 - Will the item elicit the information you want?
 - Will the item elicit accurate and relevant data?
 - When you know the answers to these items will you know the answers to your research questions?

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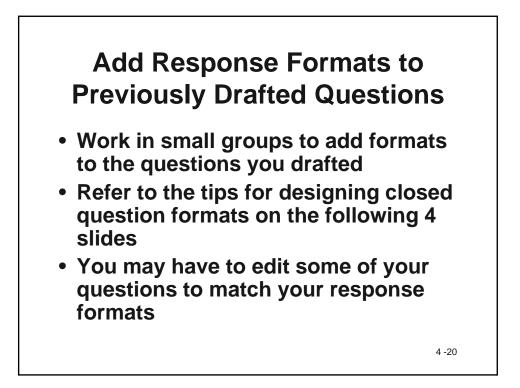


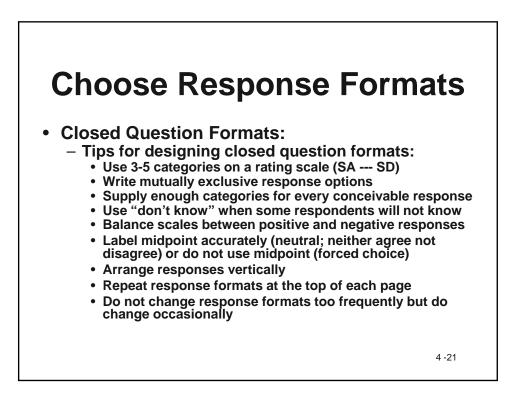
Choose Response Formats

• Open-ended response formats:

Allow respondents to express their own views in their own ways

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Choose Response Formats

Closed Question Formats:

- Tips for designing closed question formats:
 Specify how respondents should answer fill-in-the-blank items (e.g., "What is your age?" ____years)
 Items for rating scales must be stated positively or negatively
 Items for rating scales must avoid asking two questions that may have different ratings
 Should respondents choose one response or all that apply?

 - Use SA / A/ D / SD rather than 1 / 2 / 3 / 4
- Tips may be modified depending on whether the survey is administered as a paper and pencil survey, or uses

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