

5 Steps to Survey Construction

- Identify the areas the survey should address
- Choose the type of Survey
- Write the Survey Questions
- Pre-test
- Finalize and Specify procedures for use.

I. Identify areas to address

- Manager/ Supervisor
 - Relationships, Support, Information, Operations
- Employees
 - Professional Goals, Department Communication
 - Job Satisfaction, Obstacles for Job Performance
 - Suggestions for Work Improvement
- Guests -- 5 Factors

II. Choose Types of Questions

- Open Ended Vs. Close Ended
- Main types of Close Ended Questions
 - Multiple Choice
 - Scaled Questions
 - Likert Scale, Verbal Frequency
 - Forced Ranking, Semantic Differential
 - Adjective Check list, Staple Scale

II. Open-ended Questions -- Cont.

- Likert Scale

1 = strongly agree 2 = agree 3 = neutral 4 = disagree 5 = strongly disagree

- Opinion or attitude measurement
- Allows data to be compiled easily

- Verbal Frequency

1 = always 2 = often 3 = sometimes 4 = seldom 5 = never

- similar to a Likert scale but asks how often something happens
- easy to analyze but sometimes rankings are interpreted differently.

II. Open-ended Questions -- Cont.

- **Forced Ranking**

Rank colas in order of preference : _____ Coke _____ Pepsi _____ R.C. _____ Polar

- Items are ranked in relation to one another.
- Limit the number of options
- Reveals the order of preference but not degree of preference (distance between)

- Semantic Differential Scale

check space to show opinion of our Pizza

Hot	Cold

- creates an image in the guests mind

II. Open-ended Questions -- Cont.

- Adjective Check list

Place a check in space in front of any word that describes your job.

___ easy ___ safe ___ boring ___ interesting ___ pleasant

- Can test up to 24 items.
- Opposites are not necessary.

- Stapel Scale

- Combines adjective check list with semantic differential
- Provides information on how well or poorly an adjective describes a topic.

III. Writing Survey Questions

- Effective Survey Questions have **Focus, Brevity, and Clarity**
- *Focus* : directly on the subject
 - Evaluate this question: Which brand do you like?
- *Brevity*: short questions are less subject to error
 - Evaluate this question: Tell me how many kids you have and whether they are boys or girls & how old?
- *Clarity*: everyone interprets it the same way.
 - *Evaluate this question*: What do you have to say about the charities that your church contributes to?

III. Continued-- Instrument Bias

- Inapplicable Questions -- question is not applicable to everyone.
 - **Wrong:** How long does it take you to find a parking place after you arrive at work?
- Overdemanding Recall -- can't assume respondent will remember behavior over a period of time.
 - **Wrong:** How many times did you go out with your spouse before you were married?

III. Continued -- Instrument Bias

- **Ambiguous Words** -- some words have different meanings to different people.
 - **Wrong:** About what time do you ordinarily eat dinner?
- **Double Barreled Questions** -- 2 questions contained in one item
 - **Wrong:** Do you regularly take vitamins to avoid getting sick?

III. Continued -- Instrument Bias

- Leading Questions -- leads respondents to a particular answer
 - **Wrong:** Don't you see some danger in the new policy?
- Loaded Questions -- less obvious than leading questions, implies a reason for doing something.
 - **Wrong:** Do you advocate lower speed limits to save lives?
 - **Better:** *Does traffic safety require a lower speed limit?*

III. Question Expression: Writing Questions -- Cont

- Use vocabulary and sentence structure that everyone will understand.
 - Wrong: With what frequency have you experiences this of late?
- Watch the Grammar: use simple sentences
 - Wrong: How do you work it out when you want one thing and your spouse wants another and you both feel strongly about it?

Questionnaire Construction

- **Introduction**

- once begin a survey, almost all will complete. Keep things simple.
- begin with most general questions

- **Body**

- group questions by topic or by question type (scaled, multiple choice, etc.)

- **Closing**

- questions that are sensitive, demographics.

General Guidelines for Surveys

- Avoid technical language or talking down.
- Avoid long and worry questions.
- Avoid questions that are vague or too general.
- Ask questions with only one main idea.
- Avoid embarrassing personal questions
- Avoid personal bias
- Provide a “no opinion” when appropriate
- Watch for words or phrases that have more than one meaning.