Spanish 475/575
Los Cuestionarios de encuesta y el diseño de preguntas

is a web-based research methods tool that covers quantitative, qualitative and mixed methods. It includes explanations, videos, and datasets.


- Art of asking questions / Payne, Stanley L.
- Asking Questions : The Definitive Guide To Questionnaire Design: For Market Research, Political Polls, And Social And Health Questionnaires.

**Questionnaire Development Steps**
1. List the research questions
2. Under each research question list the survey question topics
3. List all required ancillary information (background variables, demographic characteristics and other attributes etc.)
4. Do a Web and literature search for questions from other surveys
5. Assess the variable list against the general plans for data analysis
6. Draft the survey introduction (or cover letter)
7. Draft new questions
8. Propose a question order
9. Revise “found” questions if necessary
10. Try out the draft instrument on a colleague
11. Begin revisions
12. Periodically “test” revisions on colleagues

**The Goals of a Questionnaire:**
Respondents must
- understand the question as the researcher intends, which requires interpreting the question’s subject and task,
- have the necessary information, and
- be able and willing to provide an answer in the form the question requires.

To accomplish these goals, use plain language to express the ideas behind your hypotheses, constructs, or research concepts. Field testing your questions will help refine and clarify your wording.

References to related studies:

- [iPoll Databank](http://ipoll.smr.com): Includes a finding aid to many national US public opinion polls and a few international polling organizations, including Canada’s Ipsos-Public Affairs and Gallup Polls. Survey questions and their answers are provided for more than 150 survey organizations covering the last 70+ years.