

General Principles

Rule*	Principle	Comment
1	Make sure the questionnaire items match your research objectives.	Leave out any questions you do not really need. Try to keep questions short.
2	Understand your research participants.	Age, level of education, language skills, literacy skills, familiarity with the Topic.
3	Use natural and familiar language.	Avoid jargon or technical terms. Take time to define or explain any special terms you may be using.
4	Write items that are clear, precise, and relatively short.	Be clear, even if it means the question will be a bit longer.
5	Do not use "leading" or "loaded" questions.	Sometimes leading questions can be effective, but be careful.
6	Avoid double-barreled questions.	Asking two questions at once.
7	Avoid double negatives.	Word things carefully. People will read things quickly and make wrong assumptions..
8	Determine whether an open-ended or a closed-ended question is needed.	It is often good to use a mix of different formats.
9	Use mutually exclusive and exhaustive response categories for closed-ended questions.	Make it clear how everyone should respond. Include "Not Applicable" or "Skip to Question ?" if that will help.
10	Consider the different types of response categories available for closedended questionnaire items.	---
11	Use multiple items to measure abstract constructs.	Have multiple items so that we can get an "average" reesponse. Consider asking the same question in a slightly different ways.
12	Consider using multiple methods when measuring abstract constructs.	Try this if you have a long list of questions. Probably warn people about this.s
13	Use caution if you reverse the wording in some of the items to prevent response sets in multi-item scales.	---
14	Develop a questionnaire that is easy for the participant to use.	Easy and Clear. Sometimes longer and better instructions or explanations will make things easier.
15	Always pilot test your questionnaire.	Several times if possible

