

10 Tips for Designing Effective Surveys

1. **Start with an Engaging Introduction:** Begin with easy or interesting questions to capture interest and encourage participation.
2. **Ensure Clarity and Simplicity:** Use straightforward language. Avoid jargon or complex terms that might confuse respondents.
3. **Focus on Single Topics:** Address one topic per question. If a question includes "and," split it into two separate questions.
4. **Avoid Double Negatives:** Rephrase questions to eliminate double negatives, ensuring statements are positive for clarity.
5. **Organize Responses Logically:** Arrange response options in a logical order, typically with negative or lower choices on the left and positive or higher options on the right.
6. **Clearly Label Response Scales:** Label each point on the response scale to maintain consistent understanding among respondents.
7. **Maintain Consistency:** Use the same response scale for similar questions to avoid confusion and simplify survey completion.
8. **Group Questions by Topic:** Organize questions by theme to help respondents focus and answer accurately.
9. **Prioritize Question Importance:** Place the most important questions at the beginning of the survey and less critical ones, such as demographic questions, at the end.
10. **Test and Revise:** Have others test the survey and provide feedback before finalizing it. Ensure all technology functions correctly, including question display and any logic or piping used.

How to Cite this Guide

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