

# Survey Review Form

Measure Name: \_\_\_\_\_

Program Name: \_\_\_\_\_

Date: \_\_\_\_\_

This is a review form for polishing a newly developed survey or similar measure, such as a set of interview questions, using four main criteria. Feedback comments in the four categories should be filled into the boxes below, following the guidance in each section. Revised measures should be pilot-tested before they are used.

**1) ALIGNMENT:** Survey items should be aligned with evaluation questions, and all intended evaluation questions should be covered.

Are there extraneous items – ones that impose a burden on respondents without pulling their weight by helping answer EQs? Do all intended EQs (those that are supposed to be addressed by this measure) have corresponding items in the survey? If causal claims are implied in the EQs, does the measure include items that help rule out competing possible causes? Do questions match the desired unit(s) of observation (individual, group?) Do measures include items asking for demographic and other information needed for subgroup comparisons (program site or date, participant demographic data, duration of participation, etc.?)

**2) RESPONDENT FRIENDLY:** Surveys should respect respondents' time and effort, need for anonymity or confidentiality, sensitivities.

Is there an introduction explaining the purpose of the survey and why their contributions are valued? Are there transitional explanations between different sections where needed? Are there expressions of appreciation, and assurances of confidentiality if applicable? Do reading level and cultural frame of reference match intended audience? Do the questions ask for information that is feasible for respondents to know, or easily look up? Is there a chance that the questions could make someone uncomfortable or even distressed?

### **3) TECHNICAL QUALITY**

Does question wording follow best practices (avoiding double-barreled questions and matching question format to analytical purpose)? Does question order follow best practices (start with an easy question and get harder, start with most important questions and end with demographics)? Is the layout uncluttered and easy to read? Is the wording bias-free, jargon-free and easy to understand? Are there enough but not too many questions? Are instructions clear and easy to follow? Are questions phrased in a way to ensure consistent interpretation? Do response categories make sense?

### **4) ANALYSIS-READY**

Does the structure of questions accord with the analytical purposes of the evaluation? Does the response format allow for the type of analysis that can support claims implied in EQs? (If assessing change, for example, will the questions yield the kinds of answers that would make it possible to detect change?)

References:

“Questionnaire Design: Asking questions with a purpose”, Ellen Taylor-Powell, University of Wisconsin Extension (1998), <http://learningstore.uwex.edu/assets/pdfs/G3658-2.PDF> .

See also other University of Wisconsin Extension materials on surveys and questionnaires at <http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>.