

Title:

14 Tips For Writing An Effective Online Survey

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794

Summary:

Developing a useful, well-written online survey that extracts the information you need from yo

1) Write a brief, concise survey. Start with a mental framework that focuses on only what is e

Keywords:

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Article Body:

Developing a useful, well-written online survey that extracts the information you need from yo

1) Write a brief, concise survey. Start with a mental framework that focuses on only what is e

In addition, research has shown that people skim and skip on the web because it is difficult t

2) Try to begin the survey with interesting questions. Interesting questions will inspire the

3) Develop questions with answers in the proper format for your purposes. For example, if you

4) Plan ahead of time how you and your company will analyze the information before you send ou

5) Use the simplest language possible and respect the respondent's dignity when constructing q

6) Use neutral language. The online survey is being developed to find out what your audience t

7) Relax your grammar a bit so your questions do not sound too formal. For instance, the word

8) Be sure to ask only one question at a time and put them in a logical order. Questions like

9) Avoid double negatives, difficult concepts, and specific recall questions. Respondents are

10) Try to use more closed-ended questions, with no more than one or two open-ended questions.

Open-ended questions require a written response. An excessive number of open-ended questions o

11) Scaled response questions should have answers that are at balanced, comparable intervals.

12) Whenever possible, responses should be developed as discrete amounts instead of general st

13) Name your survey and write a brief introduction. Providing a survey name and a brief intro

14) Craft a well-written subject line for the email you send with the survey to capture your r

While not exhaustive, the points listed above are enough to get you started in the right direc

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