# Some Tips for Designing Surveys

First: **only ask questions for which you know what you will do with the answers.** Ask yourself:

* What do you want to know?
* Why do you want to know it?
* What are you going to do with the answers?

There are four things to consider about how your audience will answer your questions:

* Do they understand the question?
* How can they find the answer to the question?
* How will they decide on the answer?
* How will they respond with the answer?

With each question, focus on brevity, familiar words, and only asking one thing at a time.

* Make the answers easy-to-find for your participants. This is why multiple choice is often easier than open-response.
* Also, **only ask questions if you know how you’re going to use the answers.**

When you know how you’re using the answers, this helps you decide how to ask the question.

Don’t forget to user-test your survey, if you can! Just have a friend or two run through it and give you feedback on their experience. Plus, you can actually see how you can use the answers, since you should **only ask questions if you know how you’re using the answers.**

## → Let’s practice fixing some survey questions.

Consider which of these questions may work better for respondents *and* the survey-maker.

## Set 1

What are you asking respondents to recall? How can you prompt their recollection?

What will make this data easier to view and understand later?

**Let’s try…**



##

## Set 2



Why are we asking this? What are we actually trying to figure out? What if some snacks suck?



This allows for a little more nuance, but let’s actually ask what we want to know, which is…



This. :)

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## Set 3



What is this assuming about your respondents?

How will you use this data?



Here–a little more prompting recollection, and you actually find out how much people like which snacks. :)