
Designing Survey Tools for Impact

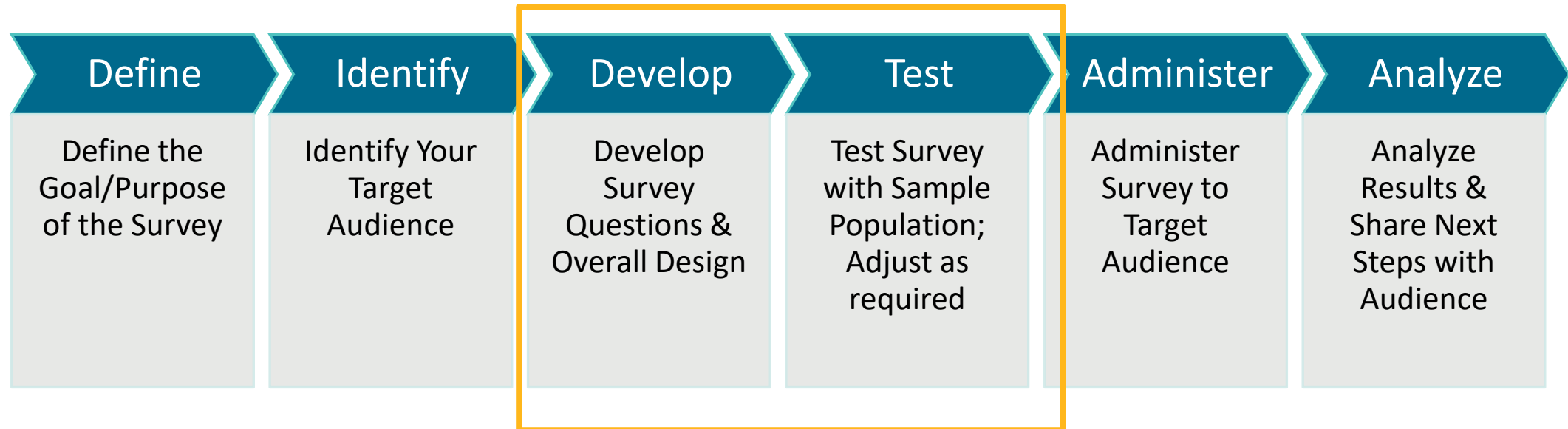
BEST PRACTICES FOR SURVEY DESIGN AND IMPLEMENTATION IN
EDUCATIONAL SETTINGS



THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO



Survey Development Process



Survey Instrument Design

BEST PRACTICES FOR
DESIGNING GOAL-
ALIGNED SURVEY
INSTRUMENTS



Designing Survey Tools for Impact

Presented by The SERVE Center at The
University of North Carolina –
Greensboro

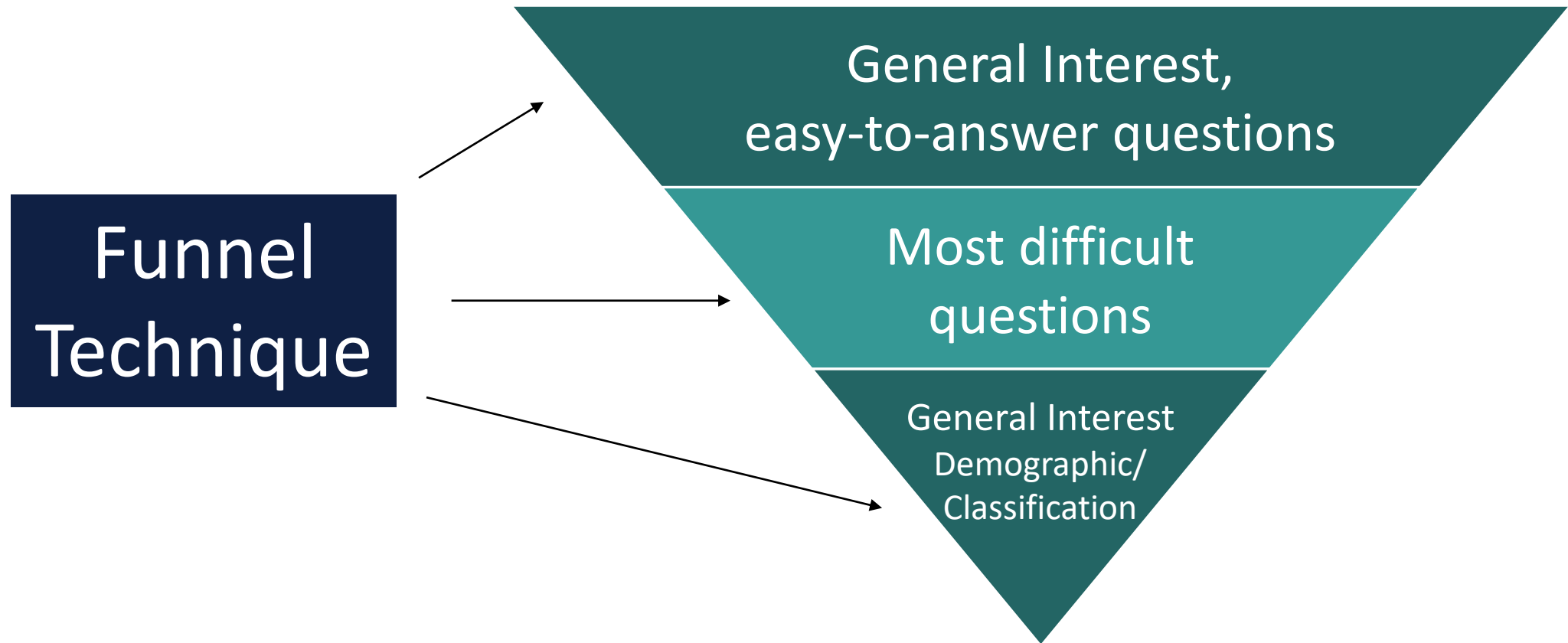


Part 3: Survey Instrument Design

- Question Ordering
- Determining Survey Length
- Inclusive Design and Structure of Survey Instruments



Question Order





Determining Survey Length

- Attempt to keep the survey to less than 5 minutes (about 15 questions)
 - Average respondent can complete about 3 multiple choice questions per minute
 - On average, open-ended questions account for ~3 multiple choice questions

Designing Surveys for Inclusivity & Accessibility



Inclusive Design

- Inclusive design is an approach to better serve people from diverse backgrounds and in diverse situations, such as ability, gender, religion, age, education, socio-economic status, quality of life, and others.
- It is concerned with a survey's language and its usability.
- Use evidence-based templates from reputable survey platforms whenever possible.



Survey Structure & Design

Beginning of the survey should include:

- Clear instructions for respondents
- Purpose of the survey
- Estimated Completion Time
- Details on whether results are confidential and/or anonymous
- What will be done with the collected data

Throughout the Survey:

- Provide section headings
- Group like questions
- Provide clear instructions on how to proceed throughout the survey
- Provide clear instructions for how to submit the survey



Demographic Questions

Ask: Is it Necessary?

- Is the demographic data necessary to answer your research question?
- Are you required to report on demographic data?

Be flexible with answer choices (especially around demographics)

- Be mindful of how selections are ordered
 - Often default to leading with white, cis, straight, male identities
 - Putting other options first signals these identities are not viewed as lesser or uncommon
- Include “Another” for write in answers
- Allow respondents to choose multiple responses
- Consider adding a “prefer not to answer” option to certain questions
 - Other flexible answers for demographic/personal questions:
 - Not sure / Do not know
 - Not listed / Another
 - Please Specify



Pilot and Revise the Survey



Find at least 5 colleagues to test your survey; gather their feedback on survey questions, flow, structure, etc.

Are the questions sufficient to address key constructs/themes?

Are questions worded concisely, clearly, and appropriately to solicit the information needed without harm to the respondent?

Are we using the right scale options?



Pre-Testing allows you to determine the average time it takes to complete the survey



Resources

Accessibility Guidelines: [W3C](#)

Inclusive Survey Design:

- Western Carolina University (2021) – [Designing an Inclusive Survey](#)
- University of Minnesota (2023) – [Good Practices in Survey Design](#)
- Medium & UX Design (2018) - [Designing for accessibility is not that hard](#)

Demographic Question Resources:

- University of Pennsylvania (2022) – [Creating Inclusive Surveys](#)
- Denver Prevention Training Center – [Guide to LGBTQ+ Inclusive Forms](#)



Thank you!



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