

WRITING EFFECTIVE SURVEY QUESTIONS

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Surveys are a popular data collection tool for coastal managers to better understand their audiences. Surveys allow managers to quickly assess a large population. Unfortunately, because of their popularity, many people who write surveys have no training in the subject.

This training serves to provide coastal managers with best practices to write more effective survey questions. The training will explain the depth of skill that one can attain through extensive survey training; however this training only scratches the surface as an introduction.

For the training, we will conduct an activity that includes interactive discussion throughout. We will review a survey that we have modified to contain mistakes; we will discuss what we like about the survey and how it could be improved with changes or additions. Attendees will be given a list of 25 guidelines to enhance their ability to critique and improve survey questions.

The guidelines are adapted from Survey Research and Analysis by Jerry J. Vaske. For their participation, attendees will take home the reference materials, including the modified survey and the 25 guidelines.