

10. The way you phrase a question can change the answers you get. Try to make sure the wording does not favor one answer choice over another. Avoid leading questions that point towards a certain answer. You will get different answers from asking "What do you think of the proposal?" than from "What do you think of the President's proposal?"
11. Make sure your questions accept all the possible answers. A question like "Do you attend courses in the mornings or evenings?" does not cover all possible answers. A better way of asking this question would be "When do you attend courses?" The responses allowed might be:
 - Mornings
 - Evenings
 - A combination of the above
 - Not applicable – Enrolled in Distance Education courses
12. The last step in survey design is to test the survey with a small number of respondents before conducting your main survey. Ideally, you should test the survey on the same kinds of people you will include in the main survey. If that is not possible, at least have a few people, other than the question writer, try the survey. This kind of test run can reveal unanticipated problems and help you see if the respondents understand your questions and if they are giving useful answers.

Note: Remember, if you already have a survey developed for your department, this is a good example to use for creating your online survey. Keep in mind that you may want to condense or eliminate some existing survey questions to create a more concise web survey.

Sources:

Dinerman, Gloria. "If You Don't Know, Ask: Survey Development." *Information Outlook Online* Vol. 6, No. 7, July 2002. *Special Libraries Association (SLA)*. 15 Oct 2007

<<http://www.sla.org/content/Shop/Information/infoonline/2002/jul02/dinerman.cfm>>.

"The Survey System." *The Survey System Tutorial*, July 2006. *Creative Research Systems*, 15 Oct. 2007

<<http://www.surveysystem.com/sdesign.htm>>.