

# Constructing Survey Questions.

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## Key Takeaways

1. Responding to a survey item is itself a complex cognitive process that involves interpreting the question, retrieving information, making a tentative judgment, putting that judgment into the required response format, and editing the response.
2. Survey questionnaire responses are subject to numerous context effects due to question wording, item order, response options, and other factors. Researchers should be sensitive to such effects when constructing surveys and interpreting survey results.
3. Survey questionnaire items are either open-ended or closed-ended. Open-ended items simply ask a question and allow respondents to answer in whatever way they want. Closed-ended items ask a question and provide several response options that respondents must choose from.
4. Use verbal labels instead of numerical labels although the responses can be converted to numerical data in the analyses.
5. According to the BRUSO model, questionnaire items should be brief, relevant, unambiguous, specific, and objective.