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buyer's journey to give you solid data about your customers' needs and drives. The format you choose for your survey—in-person, email, on-page, etc.—is important, but if the questions themselves are poorly worded you could waste hours trying to fix minimal problems while ignoring major ones a different question ...

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Keep rating scale questions consistent through the survey Rating scales are a great way to measure and compare sets of variables. If you elect to use rating scales (e.g. from 1 - 5) keep it consistent

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throughout the survey. Use the same number of points on the scale and make sure meanings of high and low stay consistent throughout the survey.

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Fowler, F.J. Jr. Improving Survey Questions: Design and Evaluation, Applied Social Research Methods Series Volume 38 . Thousand Oaks, CA: SAGE Publications, 1995. A good introductory text that covers the basics and a bit more than Converse and Presser.. Payne, Stanley. The Art of Asking

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Questions. Princeton, NJ: Princeton  
University, 1980.

**QUESTIONING - Harvard  
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By adding a qualifier in the survey question design and then giving some additional options for the answer, you can give your respondents some wiggle room. It will help their answers to be more realistic. Here is an example. By adding the qualifier, it gives the question a better fit.

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In "Improving Survey Questions" he goes methodically through the philosophy, the problems and the techniques of writing better, more reliable questions that are easily understood (by a diverse audience) and are easily responded to - thanks to clear, unambiguous instructions. If he has one main lesson it is this: pre-test your surveys.

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perform the tasks to answer the question! 3. Survey question protocol

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(questions and answers) must be consistent across all respondents and (when involved) interviewers! 6/26/12!  
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