

## Types of Survey Questions

Question Type	Uses	Advantages	Disadvantages	Examples
<b>Open-ended</b> (essay or short-answer)	<ul style="list-style-type: none"> <li>Discover relevant issues</li> <li>Obtain a full range of responses</li> <li>Explore respondents' views in-depth</li> </ul>	<ul style="list-style-type: none"> <li>Identifies issues most relevant to respondents</li> <li>Generates new ideas about topic</li> <li>Clarifies respondents' positions</li> <li>Provides detail and depth</li> </ul>	<ul style="list-style-type: none"> <li>Requires more time, thought, and communication skill to complete</li> <li>Requires time-consuming data entry</li> <li>May generate incomplete or irrelevant data</li> <li>Complicates data summary and analysis</li> </ul>	<ol style="list-style-type: none"> <li>Describe the steps you took to prepare for your last exam.</li> <li>What did you enjoy most about this course?</li> </ol>
<b>Close-ended</b> (multiple-choice or yes/no)	<ul style="list-style-type: none"> <li>Ask many questions in a short time period</li> <li>Assess learning or attitudes when issues are clear</li> <li>Measure knowledge or ability</li> </ul>	<ul style="list-style-type: none"> <li>Fast and easy to complete</li> <li>Enables automated data entry</li> <li>Facilitates data analysis and summary of data</li> </ul>	<ul style="list-style-type: none"> <li>Limits response options</li> <li>May omit a preferred answer</li> <li>Requires moderate knowledge of the topic to write appropriate questions and responses</li> <li>Lacks detail and depth</li> </ul>	<ol style="list-style-type: none"> <li>Which aspect of the course do you feel is most effective (mutually exclusive)?               <ol style="list-style-type: none"> <li>Lecturing by instructor</li> <li>In-class interactive exercises</li> <li>Assigned readings</li> <li>In-class videos</li> </ol> </li> <li>Which aspect of the course is effective (not mutually exclusive)?               <ol style="list-style-type: none"> <li>Lecturing by instructor</li> <li>In-class interactive exercises</li> <li>Assigned readings</li> <li>In-class videos</li> </ol> </li> </ol>
<b>Partial open-ended</b> (multiple-choice with 'other' option)	<ul style="list-style-type: none"> <li>Ask many questions in a short time period</li> <li>Assess learning or attitudes when issues are clear and identifiable</li> <li>Discover relevant issues</li> </ul>	<ul style="list-style-type: none"> <li>Enables respondents to create their own response if choices do not represent their preferred response</li> <li>Generates new ideas about topic</li> <li>Fast and easy to complete</li> </ul>	<ul style="list-style-type: none"> <li>Requires moderate knowledge of the topic to write appropriate questions and responses</li> <li>Lacks detail and depth</li> <li>Complicates data analysis and summary</li> </ul>	Which aspect of the course do you feel is most effective? <ol style="list-style-type: none"> <li>Lecturing by instructor</li> <li>In-class interactive exercises</li> <li>Assigned readings</li> <li>In-class videos</li> <li>Other (specify) _____</li> </ol>
<b>Scaled</b> [AT-Planning-Method-AT Survey Overall&Planning-Survey Response Scales]	<ul style="list-style-type: none"> <li>Determine the degree of a response, opinion, or position</li> </ul>	<ul style="list-style-type: none"> <li>Provides a more precise measure than yes/no or true/false items</li> <li>Fast and easy to complete</li> <li>Enables automated data entry</li> </ul>	<ul style="list-style-type: none"> <li>Requires moderate knowledge of the topic to write appropriate questions</li> </ul>	Re-reading the text improves my performance on exams. <ol style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Neutral</li> <li>Disagree</li> <li>Strongly disagree</li> </ol>
<b>Ranking</b>	<ul style="list-style-type: none"> <li>Determine the relative importance to respondents of various options</li> <li>Choose among various options</li> </ul>	<ul style="list-style-type: none"> <li>Allows respondents to indicate the relative importance of choices</li> <li>Enables automated data entry</li> </ul>	<ul style="list-style-type: none"> <li>More difficult to answer</li> <li>Limits number of response options</li> <li>May omit a respondent's preferred answer</li> </ul>	Rank the following activities in this course by how engaging you found them to be (1 = the most engaging) <ul style="list-style-type: none"> <li>___ Reading the textbook</li> <li>___ Listening to the instructor lecture</li> <li>___ Watching videotapes in class</li> <li>___ Writing the term paper</li> </ul>