Can You Write an Effective Questionnaire? A. Yes, B. Always, C. Read this Post!

You can't fix by analysis what you've spoiled by design.

Tracing the steps of survey design: A graduate medical education research example.

What do our respondents think we're asking? Using cognitive interviewing to improve medical education surveys.
Willis GB, Artino AR. JGME. 2013; 5(3): 353-356

Best practices” in survey design:

1. You can’t fix by analysis what you’ve spoiled by design.
2. The questions guide the answers.
3. Think of it as conversation.

Bottom Line:

A. Put some effort and thought into the development of your questionnaire and pretest you survey items before implementation.
B. Use these articles as a way to develop good practice
C. All of the above!

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