

Checklist: Avoiding common problems in question wording

|  | <b>COMMON PROBLEM</b>                                      |
|--|--|
|  | Vague questions  |
|  | No possibility to respond                                  |
|  | Ambiguous words or phrases                                 |
|  | Use of acronyms  |
|  | Specificity that exceeds potential to respond              |
|  | Leading questions  |
|  | Double-barreled questions                                  |
|  | Too many words, unnecessary words                          |
|  | Vague quantifiers  |
|  | Incomplete questions (sentences)                           |
|  | Unequal numbers of positive and negative options in scales |
|  | Misplacement of undecided and neutral in scale             |
|  | Bias expressed   |
|  | Response options that are not mutually exclusive           |
|  | Inappropriate time frames                                  |
|  | Technical inaccuracy in questions                          |
|  | Double negatives   |
|  | Mismatch between question and response                     |