Checklist ☑

*Social Research Methods*, Sixth Canadian Edition

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Chapter 5: Survey Research: Interviews and Questionnaires

Issues to consider for a structured interview schedule or questionnaire:

* Is a clear and comprehensive introduction to the research provided for respondents?
* Are there any questions used by other researchers that would be useful?
* Will the questions provide answers to all the research questions?
* Are there any questions not strictly relevant to the research questions that could be dropped?
* Has the questionnaire been pre-tested with some appropriate respondents?
* If a structured interview schedule is used, are the instructions clear? For example, with filter questions, is it clear which question(s) should be omitted?
* Are instructions about how to record responses clear (for example, whether to tick or circle; whether more than one response is allowable)?
* Has the number of open questions been limited?
* Can respondents indicate levels of intensity in their replies, or are they forced into “yes or no” answers?
* Have questions and their answers been kept on the same page?
* Have socio-demographic questions been left until near the end of the interview or questionnaire?
* Are questions relating to the research topic asked near the beginning of the interview or questionnaire?
* Have the following been avoided?
	+ ambiguous terms in questions or response choices
	+ long questions
	+ double-barrelled questions
	+ very general questions
	+ leading questions
	+ questions that include negatives
	+ questions using technical terms
* Do respondents have the knowledge required to answer the questions?
* Is there an appropriate match between questions and response choices?
* Are the response choices properly balanced?
* Do any of the questions depend too much on respondents’ memories?

***If using a Likert scale approach:***

* Are some items that have to be reverse-scored included, in order to identify response sets?
* Is there evidence that the items really do relate to the same underlying cluster of attitudes, so that the items can be aggregated?
* Are the response choices exhaustive and not overlapping?