

**BUS 230: Business and Economics Research and Communication**

**In-class Exercise: Questionnaire Critique**

**Instructor: James Murray**

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**Consider the following issues in critiquing each other's questionnaires:**

1. Did the survey take too long? If you were not required to complete the survey, would you have quit doing it at any point?
2. Were all the questions perfectly clear? Were there multiple ways to interpret any of the questions? If so, which ones? How should the language be cleaned up?
3. For the fixed-alternative questions, were the choices mutually exclusive and exhaustive? Was it easy to find your answer among the choices?
4. Were you able to *easily* and *accurately* answer the all the questions? Did you have to "make a best-guess" for any questions?
5. Sensitive questions or questions on controversial issues should be in about the middle of the survey. If there were any sensitive questions, was this the case?
6. Do general questions come before specific questions?