



Question Writing Rules

- Keep questions **short**
- Avoid asking **two questions** in one e.g. "How enjoyable and informative did you find this workshop?" 'Enjoyable' and 'Informative' are two separate things.
- Make questions **unambiguous** – make sure everyone will understand the question in the same way. E.g. the word crash might include bumps in the car park to some people and not others.
- Avoid **jargon and abbreviations** – e.g. Syndicate or ADI (Approved Driving Instructor)
- Avoid **leading** questions – e.g. "how enjoyable did you find the training?" Instead use "please rate how enjoyable or unenjoyable the training was".
- Avoid using **two negatives** in one question e.g. How much do you agree with 'I would never not wear a seatbelt'?
- Avoid **surplus** questions – are you tacking-on a question just because you can? Is the question different to the other questions you are asking? You'll be restricted by time too (questionnaires should take around 10-20 minutes to complete, interviews and focus groups should be 30minutes-1 hour 30 mins long).
- Use **closed questions** for questionnaires and **open questions** for interviews or focus groups. (You can use a small number of open questions in a questionnaire or a small number of closed questions in an interview but keep them to an absolute minimum).
- **Pre-test** questions – Select a small number of those you are going to ask the questions to and get them to answer the questions. If possible, also have a colleague review your questions against this checklist.
- Be **specific** about what you are asking – e.g.

 'Please rate this course on a scale of 1-5, with 1 meaning Poor and 5 meaning Excellent'

 'Please rate the following aspects of this course on a scale of 1-5 with 1 meaning Poor and 5 meaning Excellent' (Opportunity to ask questions, Knowledge of presenters, Use of Examples...)