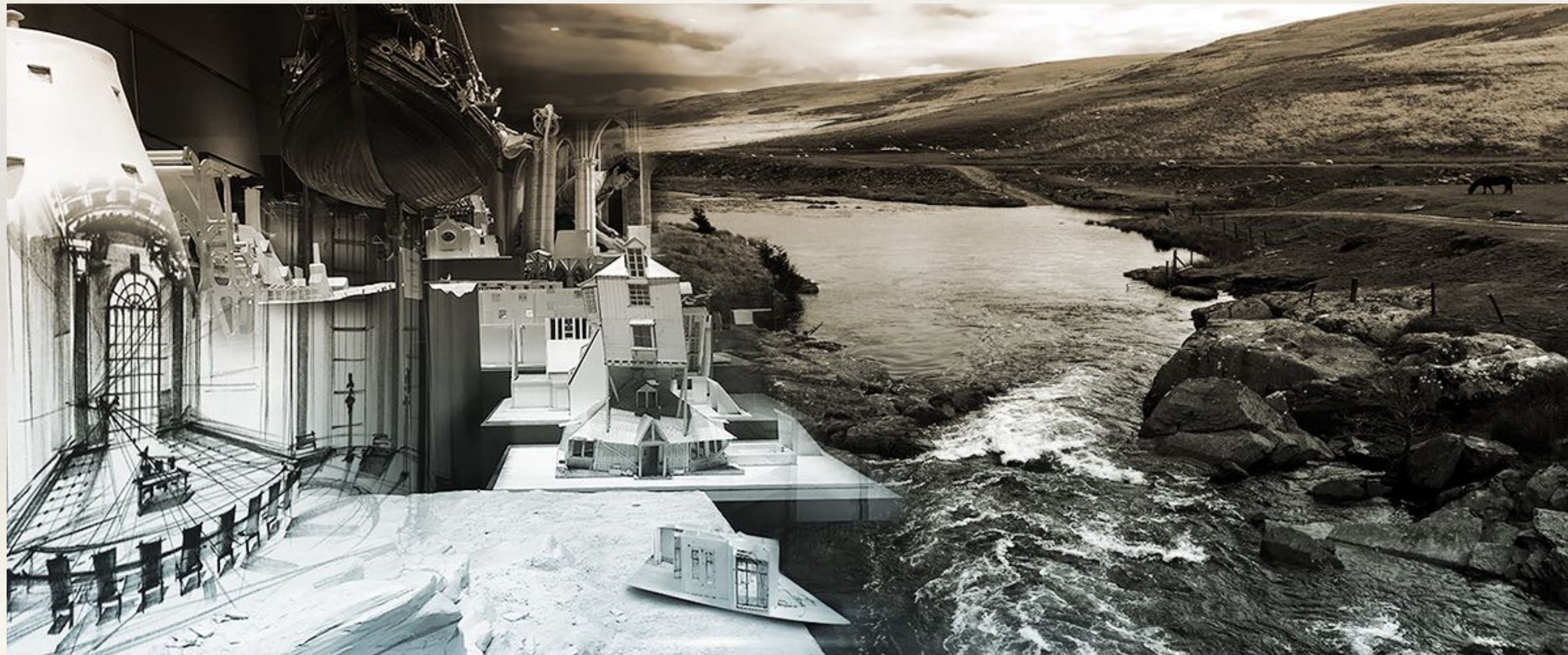


Asking the right questions in the right way.

creative
CARMARTHEN



“Surveys show that
surveys never lie.”

Natalie Angier.

The most important part of the survey process is the creation of questions that accurately measure the opinions, experiences and behaviours of your target audience.

Creating productive surveys involves both writing good questions and organising them to form the questionnaire.

Good News.

Your questionnaires are pilot surveys and as such, don't need to measure change over time – something that often considers how opinions or behaviours have been measured in prior surveys.

Pretesting a survey – a pilot survey – is an essential step in the questionnaire design process to evaluate how people might respond to the main questionnaire and specific questions therein.

Similar to any design process, questionnaire development is iterative. The development of questions are tested ahead of their release by qualitative methods i.e focus groups, tutorials, pre-testing.

Similar to.

A comedian testing out new material to a smaller audience prior to a bigger tour.

<https://theclikk.com/comedians-are-the-ultimate-a-b-testers>

“Open & Closed”

Are the questions posed in your pilot survey open-ended, where your target audience provides a response in their own words ?

Or.

Are the questions posed closed-ended,
where they are asked to choose from a list
of response choices?

“Let Us Explore”

It's fine to conduct a pilot survey using only open-ended questions to discover which responses are most common. These responses can then develop closed-ended questions that include the most common responses as answer choices.

However.

Too many open-ended questions will alienate your target audience; you're asking too much of them. It all about,

“Balance”

Closed Questions in their most basic form only require a yes or no answer but they do have their uses in a survey.

Can you think of two
instances where closed
questions might be useful?

Explain to me how a closed question might find its way into your survey.

Closed.

Are you feeling better today ?

Are you equipped for an attempt at human flight ?

Will you please stop pointing at me ?

“The Classic”

Does anyone have
any questions ?

However, not all closed-ended questions have to be answered with a yes or no. Any question that is worded such that it can be answered with a simple, direct response of one word or just a few words is also closed-ended.

These next three partially closed questions have direct responses that don't require elaboration in order to fully answer what was asked.

Who made this delicious gâteau ?

Do you want to stay at home or go out ?

Would you rather have an electric bike or scooter ?

“Would you like to buy the first Xmas tree in that line or leave empty handed?”

This is actually called Hobson's Choice,
where you **appear** to have free choice but
only one thing you want is actually offered.

“Shall I make you cry by using a range of stuffed, toy hedgehogs or with shards of glass from a disused Victorian warehouse ? ”

This is called Morton's Fork, a seemingly logical dilemma that upon inspection sees you presented with equally bad choices. Often phrased as between a rock and a hard place.

Open.

Open-ended questions are ones that require more than one-word answers or that the respondent chooses from a few options.

These questions require longer responses, with answers often coming in the form of a list or a few sentences from the respondent.

What led you to make such a delicious
gâteau ?

What do you look for when choosing a set
of wings ?

How can I know it's the right time to point
at someone until they cry ?

What suggestions can you share to help me bring the substance of this lecture to a close ?

GAM L5 | Creativity & Value Creation

https://youtu.be/LpV3tMy_WZ0