



Summing it Up 2012

PRACTICAL GUIDANCE FOR PUBLIC HEALTH PROGRAM PLANNING, EVALUATION, AND SURVEY DESIGN AND USE

Question Appraisal Form

Instructions:

1. Write the survey question text in the space below
2. Go through the 7 steps answering each question as **Yes** or **No**. If the question does not seem relevant, the circle N/A – not applicable.
3. For each of the questions for which you answer **Yes**, note the problem and possible solution.
4. For step 8, note any other potential issues or problems

Survey Question:

Circle

STEP 1. READING: Is it difficult for the interviewer or respondent to determine what parts of the question to read?

1A. WHAT TO READ: Interviewer/respondent may have difficulty determining what parts of the question to read.

YES

NO

N/A

1B. MISSING INFORMATION: Information needed to for an interviewer to administer the question is not included.

YES

NO

N/A

1C. HOW TO READ: Question is not fully scripted/written and is difficult to read.

YES

NO

N/A

		Circle		
STEP 2. INSTRUCTIONS: Are there any problems with any introductions, instructions, or explanations from the respondent's point of view?				
2A. CONFLICTING OR INACCURATE INSTRUCTIONS: Are conflicting or inaccurate instructions, introductions, or explanations are included in the question?	YES	NO	N/A	
2B. COMPLICATES INSTRUCTIONS: Are complicated instructions, introductions, or explanations are included in the question.	YES	NO	N/A	
STEP 3. CLARITY: Are there problems related to communicating the intent or meaning of the question to the respondent?				
3A. WORDING: Does the question lengthy, awkward, ungrammatical, or contains complicated language?	YES	NO	N/A	
3B. TECHNICAL TERMS: Are these undefined, vague, or unclear, or does question use jargon?	YES	NO	N/A	
3C. VAGUE: Are there multiple ways to interpret the question?	YES	NO	N/A	
3D. REFERENCE PERIODS. Are these periods missing, not well defined, or in conflict?	YES	NO	N/A	

	Circle		
STEP 4. ASSUMPTIONS: Are there problems with the assumptions made or the underlying logic of the question?			
4A. INAPPROPRIATE ASSUMPTIONS: Are there assumption made about the respondent?	YES	NO	N/A
4B. ASSUMES CONSTANT BEHAVIOR: Does the question assume the behavior or experiences are constant for respondents when they may vary?	YES	NO	N/A
4C. DOUBLE BARRELED: Does the question contain more than one implicit question?	YES	NO	N/A
4D. DOUBLE NEGATIVE: Are double negative embedded in the question?	YES	NO	N/A
4E. BALANCED: Does the question use unbalanced language?	YES	NO	N/A
4F. QUESTION ORDER: Could prior questions define the context and influence an answer, or could the question influence answers to later questions?	YES	NO	N/A

			Circle
STEP 5. KNOWLEDGE AND MEMORY: Is a respondent is not likely to know or have difficulty remembering information needed to answer the question?			
5A. KNOWLEDGE MAY NOT EXIST: Is the respondent unlikely to know how to answer a factual question?	YES	NO	N/A
5B. ATTITUDE MAY NOT EXIST: Is respondent unlikely to have formed attitude needed to answer the question?	YES	NO	N/A
5C. RECALL FAILURE: Could respondent not remember the information question asks about?	YES	NO	N/A
5D. COMPUTATION PROBLEM: Does the question require a difficult mental calculation that may result in an estimation or respondent not answering the question?	YES	NO	N/A
STEP 6. SENSITIVITY AND BIAS: Are the question asking about something respondent may think of as sensitive, use insensitive wording or introduce potential bias?			
6A. SENSITIVE CONTENT: Does the question asks about a topic that is embarrassing or private or involves illegal behavior?	YES	NO	N/A
6B. SENSITIVE WORDING: Given a sensitive topic does the question enhance or increase the sensitive nature of the question?	YES	NO	N/A

	Circle		
6C. SOCIALLY ACCEPTABLE: Is there a socially acceptable response that is implied by the question or could the question be subject to social desirability?	YES	NO	N/A
6D. SATISFICING: Could question be prone to satisficing, primacy or recency effects due to subject or its complexity?	YES	NO	N/A
6E. BIAS: Are there words or phrases that may bias respondents into selecting certain responses?	YES	NO	N/A
STEP 7. RESPONSE AND CATEGORIES: Are the response options adequate and appropriate for the question?			
7A. OPEN ENDED: Is this an open ended question that is inappropriate or difficult to answer?	YES	NO	N/A
7B. CLOSED ENDED: Is this a closed ended question that would be more appropriate as an open ended question given the possibility of the range of responses?	YES	NO	N/A
7C. MISMATCH: Does the question match the response categories provided?	YES	NO	N/A
7D. TECHNICAL TERMS: Are there terms in the responses that are undefined, unclear, or vague, or use jargon?	YES	NO	N/A

	Circle		
7E. VAGUE: Are there response categories that could be subject to multiple interpretations?	YES	NO	N/A
7F. OVERLAPPING: Do response categories overlap in context or numeric range?	YES	NO	N/A
7G MISSING: Are there eligible or appropriate responses categories that are missing?	YES	NO	N/A
7H ILLOGICAL: Ss the order of response categories illogical?	YES	NO	N/A
7I. BALANCED: Does the question contained unbalanced response categories?	YES	NO	N/A
7J. MISSING VALUES: Is the question missing an appropriate don't know or unsure response category?	YES	NO	N/A

STEP 8. OTHER PROBLEMS NOT IDENTIFIED:

LIST ANY OTHER PROBLEMS OR ISSUES:

Form Adapted from Census Bureau/RTI/WESTAT Pretesting Research Project Question Appraisal Form as Presented at AAPOR, 2001