

Survey Question Types

Question Type	Uses	Advantages	Disadvantages	Examples
Open-ended (essay or short-answer)	<ul style="list-style-type: none"> Discover relevant issues Obtain a full range of responses Explore respondents' views in-depth 	<ul style="list-style-type: none"> Identifies issues most relevant to respondents Generates new ideas about topic Clarifies respondents' positions Provides detail and depth 	<ul style="list-style-type: none"> Requires more time, thought, and communication skill to complete Requires time-consuming data entry May generate incomplete or irrelevant data Complicates data summary and analysis 	<ol style="list-style-type: none"> Describe the steps you took to prepare for your last exam. What did you enjoy most about this course?
Close-ended (multiple-choice or yes/no)	<ul style="list-style-type: none"> Ask many questions in a short time period Assess learning or attitudes when issues are clear Measure knowledge or ability 	<ul style="list-style-type: none"> Fast and easy to complete Enables automated data entry Facilitates data analysis and summary of data 	<ul style="list-style-type: none"> Limits response options May omit a preferred answer Requires moderate knowledge of the topic to write appropriate questions and responses Lacks detail and depth 	<ol style="list-style-type: none"> Which aspect of the course do you feel is most effective (mutually exclusive)? <ol style="list-style-type: none"> Lecturing by instructor In-class interactive exercises Assigned readings In-class videos Which aspect of the course is effective (not mutually exclusive)? <ol style="list-style-type: none"> Lecturing by instructor In-class interactive exercises Assigned readings In-class videos
Partial open-ended (multiple-choice with 'other' option)	<ul style="list-style-type: none"> Ask many questions in a short time period Assess learning or attitudes when issues are clear and identifiable Discover relevant issues 	<ul style="list-style-type: none"> Enables respondents to create their own response if choices do not represent their preferred response Generates new ideas about topic Fast and easy to complete 	<ul style="list-style-type: none"> Requires moderate knowledge of the topic to write appropriate questions and responses Lacks detail and depth Complicates data analysis and summary 	Which aspect of the course do you feel is most effective? <ol style="list-style-type: none"> Lecturing by instructor In-class interactive exercises Assigned readings In-class videos Other (specify) _____
Scaled	<ul style="list-style-type: none"> Determine the degree of a response, opinion, or position 	<ul style="list-style-type: none"> Provides a more precise measure than yes/no or true/false items Fast and easy to complete Enables automated data entry 	<ul style="list-style-type: none"> Requires moderate knowledge of the topic to write appropriate questions 	Re-reading the text improves my performance on exams. <ol style="list-style-type: none"> Strongly agree Agree Neutral Disagree Strongly disagree
Ranking	<ul style="list-style-type: none"> Determine the relative importance to respondents of various options Choose among various options 	<ul style="list-style-type: none"> Allows respondents to indicate the relative importance of choices Enables automated data entry 	<ul style="list-style-type: none"> More difficult to answer Limits number of response options May omit a respondent's preferred answer 	Rank the following activities in this course by how engaging you found them to be (1 = the most engaging) <ul style="list-style-type: none"> ___ Reading the textbook ___ Listening to the instructor lecture ___ Watching videotapes in class ___ Writing the term paper

Source: Instructional Assessment Resources (IAR) www.utexas.edu/academic/ctl/assessment/iar/teaching/plan/method/survey/survey_tables_questiontypes.pdf