

SURVEY RESPONSE BIAS QA CHECKLIST

PROJECT NAME: _____

SURVEY OBJECTIVE: _____

Are my questions brief and easy to understand?
Are they no higher than a high school reading level?

Are my questions free of unnecessary adjectives and leading language? Would a respondent feel comfortable choosing any option regardless of order?

Does my audience have enough background knowledge to answer the questions accurately?

If not, have I provided sufficient context for the question?
Is the text brief and to the point?

Am I surveying the right audience segment for my research? Am I looking for respondents in the right place?

Am I relying on data from more than just volunteer respondents?

For multiple-choice answers, have I provided an "out" for questions that don't apply to certain participants?

Have I weeded out any obvious outliers based on extreme response bias and survey response time?

Is my survey structured in a way that participants won't be able to figure out its purpose?



NOTES _____

