<table>
<thead>
<tr>
<th>Question Type</th>
<th>Description</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes/No</td>
<td>Questions with two possible answers</td>
<td>Wide variety of data analyses</td>
<td>Provide limited information</td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>Stem followed by set of answers, pick the option that best describes opinion</td>
<td>Easy to answer, collect factual information</td>
<td>Possibility of not including key response options</td>
</tr>
<tr>
<td>Likert Rating Scale</td>
<td>Determine where an answer fits on a scale of carefully ordered categories</td>
<td>Efficient means to information, comparisons among answers</td>
<td>Difficult to write unambiguous items, potential for biased results</td>
</tr>
<tr>
<td>Open-Ended</td>
<td>No formatted response options, compose own answer to a stem</td>
<td>Informative – learn about unanticipated topics or issues</td>
<td>Require more work/effort, time-consuming analysis</td>
</tr>
</tbody>
</table>
Does the question require an answer?

To what extent do respondents have a ready-made answer?

Can respondents accurately recall and report past behaviors?

Are respondents willing to reveal the information that you’re asking for?

Will respondents feel motivated to answer?
10. Use simple as opposed to specialized terms

Exhausted → Tired
Candid → Honest
Top priority → Most important
Leisure → Free time
Employment → Work
Courageous → Brave
Rectify → Correct


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9. Choose as few words as possible to pose the question

**Problem:** Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that service learning should be required for all MIT graduates?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**Revision:** Which of the following best describes the extent to which you agree or disagree that service learning should be required for all MIT graduates?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree


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8. Avoid vague quantifiers when more precise estimates can be obtained

**Problem:** How often did you volunteer in the past year?
- Never
- Rarely
- Occasionally
- Regularly

**Revision:** How often did you volunteer in the past year?
- More than once a week
- About once a week
- Two to three times a month
- About once a month
- A few times
- Not at all


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7. Soften the impact of potentially objectionable questions

**Problem:** What was your total income from all sources in 2008?

**Revision:** Which of the following categories best describes your total income from all sources in 2008?

- [ ] $10,000 or less
- [ ] $10,001 to $20,000
- [ ] $20,001 to $35,000
- [ ] $35,001 to $50,000
- [ ] $50,001 to $100,000
- [ ] $100,001 or more


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6. Avoid asking respondents to say yes in order to mean no

**Problem:** Do you favor or oppose not allowing students to graduate without enrollment in two service learning classes?

- Favor
- Oppose

**Revision:** Do you favor or oppose requiring enrollment in two service learning classes in order to graduate?

- Favor requiring two service learning classes
- Oppose requiring two service learning classes


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5. Develop response categories that are mutually exclusive

**Problem:** From which one of these sources did you first learn about the Public Service Center (PSC)?

- At orientation
- In a class
- Through an extra-curricular activity
- Another student
- A faculty member
- A PSC staff member

**Revision:** In what setting did you first learn about the Public Service Center (PSC)?

- At orientation
- In a class
- An extra-curricular activity

**Revision:** From which one of these sources did you first learn about the Public Service Center (PSC)?

- Another student
- A staff member
- A PSC staff member


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4. Eliminate check-all-that-apply question formats to reduce primacy effects

**Problem:** In the future, which of the following do you plan on participating (after you graduate from MIT)?

- [ ] Community service/volunteering
- [ ] Contributing to charitable organizations
- [ ] Participating in marches/demonstrations
- [ ] Voting
- [ ] Helping on a political campaign/campaigning

**Revision:** Please indicate if you plan on participating in each of the following activities in the future (after you graduate from MIT)?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community service/volunteering</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Contributing to charitable organizations</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Participating in marches/demonstrations</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Voting</td>
<td>[ ]</td>
<td></td>
</tr>
<tr>
<td>Helping on a political campaign/campaigning</td>
<td>[ ]</td>
<td></td>
</tr>
</tbody>
</table>


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3. Provide appropriate time references

**Problem:** During your four years at MIT, how many times did you participate in community service?

**Revision:** On average, how many times per month did you participate in community service during your four years at MIT?
2. Use equal numbers of positive and negative categories for scaled questions

**Problem:** How satisfied have you been with the community service opportunities at MIT?

- [ ] Very satisfied
- [ ] Mostly satisfied
- [ ] Somewhat satisfied
- [ ] Neither satisfied nor dissatisfied
- [ ] Dissatisfied

**Revision:** How satisfied have you been with the community service opportunities at MIT?

- [ ] Very satisfied
- [ ] Satisfied
- [ ] Neither satisfied nor dissatisfied
- [ ] Dissatisfied
- [ ] Very dissatisfied


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1. Avoid double-barreled questions

**Problem:** Please indicate your level of agreement with the following statement: MIT should create a new program for undergraduates that includes optional service learning components that are available for additional credit as add-ons to existing classes.

- □ Strongly agree
- □ Agree
- □ Neither agree nor disagree
- □ Disagree
- □ Strongly disagree

**Revision:** Please indicate your level of agreement with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIT should create a new program for undergraduates that includes optional service learning components as add-ons to existing classes.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>MIT should create a new program for undergraduates that includes optional service learning components that are available for additional credit.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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