

Creating Better Surveys Worksheet

Directions:

The following is an example of a pretest/posttest survey for a program that teaches reproductive anatomy and birth control methods to teenagers. For each item on this fictitious survey, please:

- Indicate if it measures knowledge, attitudes, behaviors, or something else (note this in left margin).
- Discuss and critique it, and re-work it if you feel it can be improved.

Sample Survey

Date: _____

Age: _____

Gender: Male Female

1. Have you ever had a sexually transmitted disease? Yes No

2. Have you had a lot of unprotected sex? Yes No

3. It is not important for sexually active youth to use birth control and condoms.

1	2	3	4	5
Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree

4. It is not possible for a woman to become impregnated if the man withdraws before ejaculation. True False

5. The place where the baby grows inside the female is called the:

- a) Vagina
- b) Uterus
- c) Testes
- d) Womb

6. What did you think of the program and the program leader?

1	2	3	4
Didn't like them	Sort of liked them	Liked them a lot	Loved them

Answer Key: Creating Better Surveys Worksheet

1. The survey does not provide any directions/instructions to the person taking the survey.
2. The survey does not say how the data will be used or why it is being collected.
3. This survey is anonymous. Currently there is no information on the survey that an evaluator can use to match surveys (e.g., name, code, number). If the evaluator expects to use this survey as a pre-post test instrument, he/she will have to include a question that will allow him/her to match surveys at post-test.
4. The survey does not thank/acknowledge the person taking the survey at the end.
5. Question #1 (This is a BEHAVIOR question.)
 - a. Survey starts with a very sensitive item. This question would be better placed toward the end of the survey.
 - b. This first question assumes that the survey taker is sexually active. An additional response of " not sexually active" would make it better.
6. Question #2 (This is a BEHAVIOR question.)
 - a. The second question is subjective. What "a lot" means to the person who designed the survey may mean something different to the person taking the survey.
 - b. The second question uses the term "unprotected." Again, this may be interpreted in different ways by the person taking the survey. "Have you had sex without using condom?" is a more specific question.
7. Question #3 (This is an ATTITUDE question.)
 - a. The third question is a negative question. Negative questions are more difficult to read/comprehend. Take out the "not."
 - b. The third question is also a double-barreled question. "Birth control" and "condoms" are two different ideas. Ask about each in its own question.
8. Question #4 (This is a KNOWLEDGE question.)
 - a. The fourth question is a negative question. Negative questions are more difficult to read/comprehend. Take out the "not."
 - b. Depending on who is taking this survey, terms like "impregnated" and "ejaculation" may not be understood. Consider using simpler words.
9. Question #5 (This is a KNOWLEDGE question.)
 - a. There are two correct answers to this question (uterus and womb).
10. Question #6: (This is a PROGRAM SATISFACTION question.)
 - a. The sixth question is a double -barreled question. "Program" and "program leaders" are two different ideas. Ask about each in its own question.
 - b. The question uses the word "think." However, "think" does not match with the Likert scale provided ("like"). A better question. "How did you like the program?"