

**MUNI  
ECON**

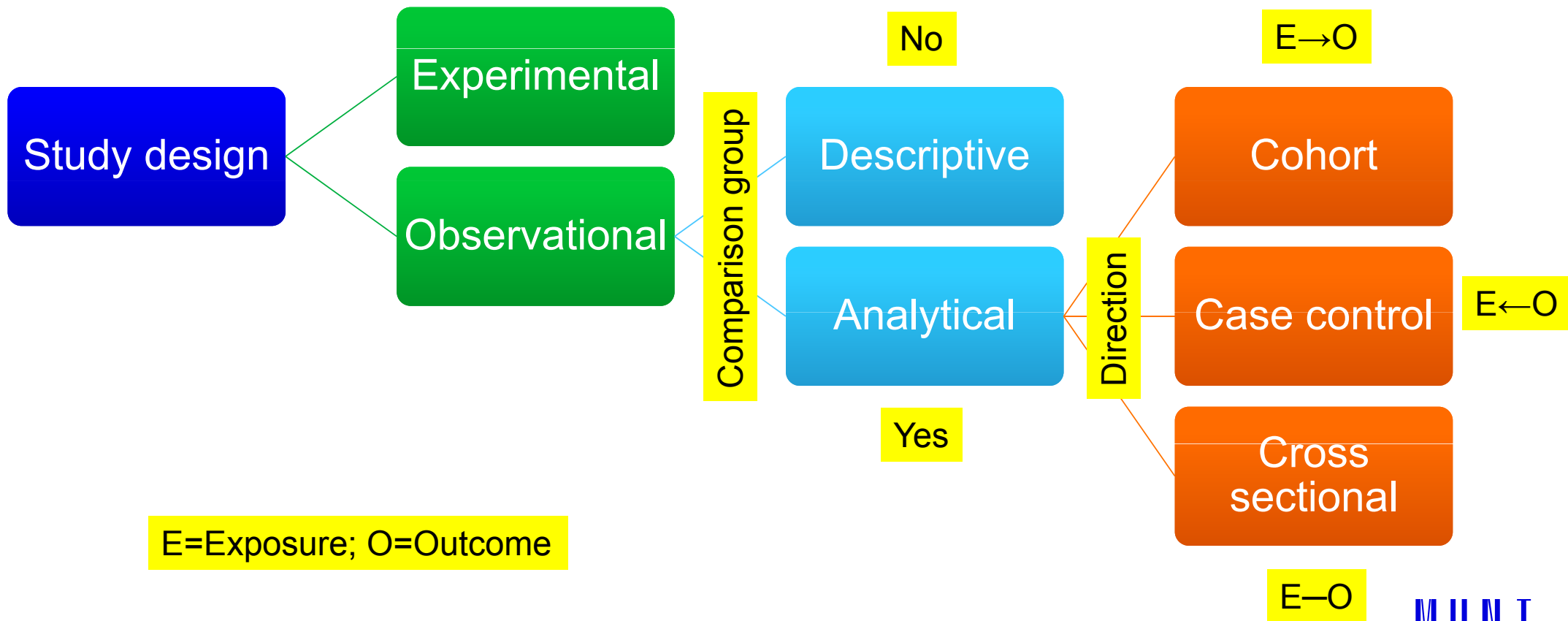
# **Study design and survey development**

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# Agenda

- Study design
- Survey development
- Group work/presentation

# Study design



# Survey development

## – Structure

- Title
- Brief introduction
- Professional contact information
- Survey
- Thank you

## – Questions

- Open-close ended
- Level of agreement (Linkert scale)
- Multiple choice
- Rank response (1-5)

## – Achieve

- Creativity
- Plain language
- Font size
- Format consistently
- Content and phrasing

## – Avoid

- Response bias
- Double barrelled questions
- Leading questions
- Jargon

# Questions?



**M A S A R Y K**

**U N I V E R S I T Y**