

**MUNI
ECON**

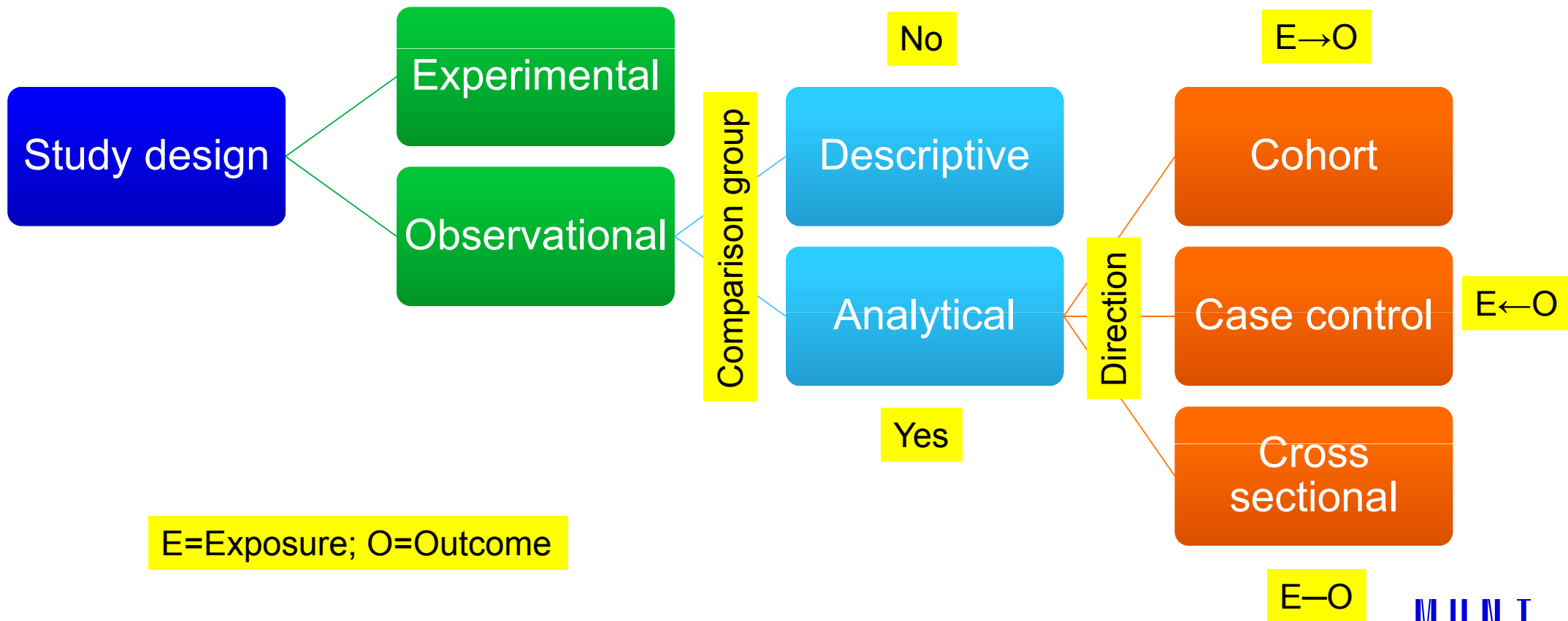
Study design and survey development

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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