Question Types



Researchers use three basic types of questions: **multiple choice**, **numeric open end** and **text open end** (sometimes called "verbatims"). Examples of each kind of question follow:

**Rating Scales** and **Agreement Scales** are two common types of questions that some researchers treat as multiple-choice questions and others treat as numeric open-end questions. Examples of these kinds of questions are:



The Steps in a Survey Project

1. Establish the goals of the project - What you want to learn
2. Determine your sample - Whom you will interview
3. Choose interviewing methodology - How you will interview
4. Create your questionnaire - What you will ask
5. Pre-test the questionnaire, if practical - Test the questions.
6. Conduct interviews and enter data - Ask the questions.
7. Analyse the data - Produce the reports.