Survey Design Checklist

DESN2003: Research for Innovation

Survey Design Checklist — Blank Template

Your Name: _____ **Date:** _____

Research Question: _____

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1. Pre-Design Checklist

Question	Your Answer
What specific information do I need?	_____
Who is my target population?	_____
How will I recruit respondents?	_____
How many responses do I need? (aim for 50+ minimum)	_____
How will I ensure diversity in my sample?	_____

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2. Survey Structure

Section	Content	Est. Time
Introduction	Purpose, time estimate, consent, contact info	____ min
Screening	Eligibility questions (if needed)	____ min
Warm-up	Easy, engaging questions	____ min
Core	Your main research questions	____ min
Demographics	Age, gender, etc. (at the END)	____ min
Closing	Thank you, optional contact for follow-up	____ min

Total estimated time: ____ min (aim for under 10 min)

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3. Question Type Selection

Type	When to Use	Your Questions
Multiple Choice	Mutually exclusive options	Q#: ____
Checkbox (select all)	Non-exclusive options	Q#: ____
Likert Scale (1-5 or 1-7)	Measure agreement/frequency	Q#: ____
Ranking	Priority/preference order	Q#: ____
Open-ended	Exploratory (use sparingly)	Q#: ____

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4. Write Your Questions

Question 1: _____

Type: [ ] MC [ ] Checkbox [ ] Likert [ ] Ranking [ ] Open

Options: _____

Question 2: _____

Type: [ ] MC [ ] Checkbox [ ] Likert [ ] Ranking [ ] Open

Options: _____

Question 3: _____

Type: [ ] MC [ ] Checkbox [ ] Likert [ ] Ranking [ ] Open

Options: _____

Question 4: _____

Type: [ ] MC [ ] Checkbox [ ] Likert [ ] Ranking [ ] Open

Options: _____

Question 5: _____

Type: [ ] MC [ ] Checkbox [ ] Likert [ ] Ranking [ ] Open

Options: _____

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5. Bias Checklist — Review Each Question

Bias Type	What to Check	All Clear?
Leading	Does the question suggest a "right" answer?	[ ]
Double-barreled	Does it ask two things at once?	[ ]
Loaded language	Are there emotionally charged words?	[ ]
Assumption	Does it assume something that may not be true?	[ ]
Social desirability	Will people answer honestly or "correctly"?	[ ]
Acquiescence	Are all statements phrased positively? (Mix it up)	[ ]

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6. Likert Scale Template

Standard 5-point Agreement:

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Standard 5-point Frequency:

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always

Your custom scale (if needed): _____

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7. Pre-Launch Checklist

Item	Done?
Pilot tested with 3-5 people	[ ]
Confusing questions revised	[ ]
Time to complete is under 10 min	[ ]
Mobile-friendly formatting checked	[ ]
Skip logic tested (if applicable)	[ ]
Data will be anonymous/confidential (stated clearly)	[ ]
Contact info provided for questions	[ ]

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8. Sample Size & Credibility

Sample Size	What You Can Claim
$n < 30$	Exploratory only — no generalizations
$n = 30\text{-}50$	Preliminary patterns — use cautiously
$n = 50\text{-}100$	Reasonable confidence for descriptive stats
$n = 100\text{-}200$	Good statistical power for correlations
$n > 200$	Strong confidence, can detect smaller effects

My target sample size: _____ **Realistic?** [ ] Yes [ ] No

Recruitment strategy: _____

Survey Design Checklist — Worked Example

Your Name: Alex Chen **Date:** Week 6

Research Question: What is the relationship between Instagram like-checking frequency and daily anxiety levels among HKU undergraduate students?

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1. Pre-Design Checklist

Question	Your Answer
What specific information do I need?	Like-checking frequency, anxiety levels (GAD-7), posting behavior, motivations
Who is my target population?	HKU undergrads aged 18-24 who use Instagram daily
How will I recruit respondents?	HKU student Facebook groups, WhatsApp groups, in-class announcements
How many responses do I need?	Target: 150 (expect 50% completion = send to 300)
How will I ensure diversity in my sample?	Post in multiple faculty groups, not just my own major

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2. Survey Structure

Section	Content	Est. Time
Introduction	Purpose, consent, ~8 min estimate	0.5 min
Screening	"Do you use Instagram daily?" "Are you 18-24?"	0.5 min
Warm-up	General Instagram usage patterns	1 min
Core	Like-checking behavior + GAD-7 anxiety scale	5 min
Demographics	Age, gender, year of study, faculty	1 min
Closing	Thank you, optional interview sign-up	0.5 min

Total estimated time: 8.5 min

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3. Question Type Selection

Type	When to Use	Your Questions
Multiple Choice	Mutually exclusive options	Q2, Q3
Checkbox (select all)	Non-exclusive options	Q5
Likert Scale (1-5 or 1-7)	Measure agreement/frequency	Q4, Q6-12 (GAD-7)
Ranking	Priority/preference order	—
Open-ended	Exploratory (use sparingly)	Q13 (optional)

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4. Sample Questions (Core Section)

Question 4: In the past week, how often did you check the like count on your own Instagram posts?

Type: [x] Likert (frequency)

Options: Never / Once or twice / A few times / Once a day / Multiple times a day

Question 5: What usually prompts you to check your like counts? (Select all that apply)

Type: [x] Checkbox

Options: [ ] Just posted something new [ ] Notification [ ] Boredom [ ] Comparing to previous posts [ ] Feeling anxious [ ] Habit [ ] Other: _____

Question 6 (GAD-7 Item 1): Over the last 2 weeks, how often have you felt nervous, anxious, or on edge?

Type: [x] Likert

Options: Not at all / Several days / More than half the days / Nearly every day

(Questions 7-12: Remaining GAD-7 items with same scale)

Question 13: Is there anything else you'd like to share about how Instagram affects your mood? (Optional)

Type: [x] Open-ended

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5. Bias Checklist — Review Each Question

Bias Type	What to Check	All Clear?
Leading	"How often do you obsessively check likes?" → Changed to neutral "how often did you check"	[x]
Double-barreled	Split "check likes and comments" into separate questions	[x]
Loaded language	Removed "addicted," "waste time" — used neutral language	[x]
Assumption	Added "I don't post" option for non-posters	[x]
Social desirability	Anonymous survey + emphasized no right/wrong answers	[x]
Acquiescence	GAD-7 is validated; my questions mix positive/negative framing	[x]

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7. Pre-Launch Checklist

Item	Done?
Pilot tested with 3-5 people	[x] — 4 classmates, average 7 min
Confusing questions revised	[x] — Clarified "past week" timeframe
Time to complete is under 10 min	[x] — 7-8 min average
Mobile-friendly formatting checked	[x] — Tested on iPhone and Android
Skip logic tested (if applicable)	[x] — Non-daily users skip to demographics

Item	Done?
Data will be anonymous/confidential (stated clearly)	[x] — In intro paragraph
Contact info provided for questions	[x] — My HKU email

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8. Sample Size & Credibility

My target sample size: 150 **Realistic?** [x] Yes

Recruitment strategy: - Post in 5 HKU faculty Facebook groups (reach ~2000 students) - Share in 3 course WhatsApp groups - Ask 2 professors to announce in class - Offer chance to win 1 of 5 $100 HKD gift cards as incentive

Credibility note: Using validated GAD-7 scale means my anxiety measure is already tested for reliability — I don't need to defend my anxiety questions, only my like-checking questions.