✓ Checklist

Checklist of issues to consider for a structured interview schedule or questionnaire

☐ Is a clear and comprehensive introduction to the research provided for respondents?

☐ Are there any questions used by other researchers that would be useful?

☐ Will the questions provide answers to all the research questions?

☐ Are there any questions not strictly relevant to the research questions that could be dropped?

☐ Has the questionnaire been pre-tested with some appropriate respondents?

☐ If a structured interview schedule is used, are the instructions clear? For example, with filter questions, is it clear which question(s) should be omitted?

☐ Are instructions about how to record responses clear (for example, whether to tick or circle; whether more than one response is allowable)?

☐ Has the number of open questions been limited?

☐ Can respondents indicate levels of intensity in their replies, or are they forced into "yes or no" answers?

☐ Have questions and their answers been kept on the same page?

☐ Have socio-demographic questions been left until near the end of the interview or questionnaire?

☐ Are questions relating to the research topic asked near the beginning of the interview or questionnaire?

☐ Have the following been avoided?
- ambiguous terms in questions or response choices
- long questions
- double-barrelled questions
- very general questions
- leading questions
- questions that include negatives
- questions using technical terms

☐ Do respondents have the knowledge required to answer the questions?

☐ Is there an appropriate match between questions and response choices?

☐ Are the response choices properly balanced?

☐ Do any of the questions depend too much on respondents' memories?

If using a Likert scale approach:

☐ Are some items that have to be reverse-scored included, in order to identify response sets?

☐ Is there evidence that the items really do relate to the same underlying cluster of attitudes, so that the items can be aggregated?

☐ Are the response choices exhaustive and not overlapping?