

Online Questionnaire Quality Control Check-list by Utpal Dholakia

This check-list helps to control and maintain quality of online questionnaires. Hopefully, its use it will cut down on errors and facilitate collection of online survey-based data. This check-list may be used for both experimental- and survey-research online questionnaires.

Did I provide an informed consent form with essential details as required by my institution's IRB?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I provide my name and contact information prominently in the informed consent form?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does my questionnaire have less than 70 questions? (Each response item counts as a question).	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are all questions short and simple*?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is every question worded clearly and has only one meaning?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does the sequence of questions flow in a logical manner?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I proof-read my questionnaire to make sure there are no spelling mistakes**?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I copy-edit my questionnaire to make sure there are no grammatical mistakes?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do all questions that force responses work properly (force appropriate type of response)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does my questionnaire have less than five open-ended questions?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do all open-ended questions that force responses require less than 100 characters?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do all timed questions require less than two minutes?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I provide my name and contact information at the questionnaire's termination stage (after the respondent has pressed the "submit" button)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I make sure every attention screen in my questionnaire works correctly?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I answer the final survey myself at least three times using different flows through the questionnaire (if relevant)***?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Did I get at least three others (co-authors, colleagues, minions, etc.) to answer my final survey?	Yes <input type="checkbox"/> No <input type="checkbox"/>

*Like this one!; **Yes, I spelt that wrong just to see if you were reading carefully. Please don't do this in your questionnaire; ***Note to senior, hot-shot researchers: This applies to you too!

In this check-list, each "No" response is a potential problem area that warrants attention before the questionnaire is activated for online data collection. If everything is "Yes," full steam ahead!

This version: July 2015. This note has been prepared by Professor Utpal Dholakia (dholakia@rice.edu) to help students and survey researchers in designing online questionnaires. It may be used freely for academic or commercial purposes, and modified as appropriate for a particular situation. No attribution is necessary. All questions, comments, or suggestions for improvement are welcome. God speed!