

■ **TABLE 6.2** Principles of Questionnaire Construction

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Principle 1	Make sure the questionnaire items match your research objectives.
Principle 2	Understand your research participants.
Principle 3	Use natural and familiar language.
Principle 4	Write items that are clear, precise, and relatively short.
Principle 5	Do not use “leading” or “loaded” questions.
Principle 6	Avoid double-barreled questions.
Principle 7	Avoid double negatives.
Principle 8	Determine whether an open-ended or a closed-ended question is needed.
Principle 9	Use mutually exclusive and exhaustive response categories for closed-ended questions.
Principle 10	Consider the different types of response categories available for closed-ended questionnaire items.
Principle 11	Use multiple items to measure abstract constructs.
Principle 12	Consider using multiple methods when measuring abstract constructs.
Principle 13	Use caution if you reverse the wording in some of the items to prevent response sets in multi-item scales.
Principle 14	Develop a questionnaire that is easy for the participant to use.
Principle 15	Always pilot test your questionnaire.

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