

Wording a Question

Sociology

Rules for questions that measure the respondent, not the researcher.

A question should be answerable the same way by every respondent who holds the same view.

Do you agree taxes are unfair?

Leading

Offer both sides

Rate the food and service

Double-barrelled

Split into two

Do you often exercise?

Vague quantifier

Give a time frame

THE COMMON MISTAKE

✗ **Adding 'don't know' clutters the scale, so leave it out.**

✓ **Offer it, and record it as data.**

Without an opt-out, people with no view pick an option anyway. The result is measurement of nothing, indistinguishable from measurement of something.

Educational reference. Question order changes answers; acquiescence bias inflates agreement. Pilot before you field.