

Table 1: Aligning Evaluation and Survey Questions

Evaluation Question	Items for the Survey
“How do participants rate the quality of the training session?”	<ul style="list-style-type: none"> • How satisfied were you with the information presented during the training session? (response options: very satisfied/somewhat satisfied/neutral/somewhat dissatisfied/very dissatisfied) • Would you recommend this session to others? (response options: yes/no/don’t know) • Do you think you will use the online resources in the future? (response options: yes/no/don’t know)

The second step is development of survey questions for your questionnaire to help you answer your evaluation questions. One approach is to use a format like that shown in Table 1 to align survey questions with evaluation questions.

Before you actually design your questionnaire, you might want to look at existing ones for their format and layout. Examples 1-6 will give you some ideas for formatting survey questions. You also could try contacting colleagues with similar projects. They may be willing to share their surveys. Journal articles about health information outreach projects sometimes include complete copies of questionnaires. If not, the article will provide the authors’ contact information so that you can request copies of their surveys. Writing surveys can be tricky, so you should consider using questions from other projects that already have been tested for clarity and comprehension. However, if you do copy verbatim from other surveys, *always* be sure to secure permission from the original author or copyright holder.

Example 1 Two-Option

Have you used MedlinePlus since the training session?

- Yes No Not sure

Comments

- The yes-no item works well for collecting factual information, like peoples’ participation in activities, exposure to publicity materials, or experience with specific online resources.
- Other two-option formats are “true/false,” “support/oppose” or “agree/disagree.”
- Include a “don’t know” or “not sure” option for participants who either cannot remember or are not sure about the information you are requesting.

