Tips for Surveying People

http://www.accesscable.net/~infopoll/tips.htm
http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/

I. What do I want to know?
   A. Ask a question that interests you. What would be cool to know?
   B. Be practical. What information can I actually get?
   C. Be specific. What EXACTLY do I want to know?

II. Who should I ask?
   A. Ideally, who will I survey?
   B. Practically speaking, who can I survey?

III. Design your survey
   A. Keep it short. Ask ONLY what you need to know to answer your question.
   B. Make it easy to evaluate responses. Write close-ended questions.
   C. Keep it simple. Make your questions simple and clear.
   D. Make people want to answer. Insure anonymity.
   E. Be orderly. Ask questions in a logical order.

IV. Distribute your survey. Have a plan.
   A. How many responses do I need?
   B. When and where can I distribute my survey to my target audience? Do I need permission?
   C. How will I distribute my survey? Interview? Internet? In a class?
   D. How will I introduce my survey? What will I say when I distribute it?

V. How will I present the answers to my questions?
   A. Graphs? Descriptions? Pictures?