

Checklist: Rules for the operationalization of constructs

Suggestive questions were avoided

Questions can only be clearly and ambiguously interpreted

Questions create scatter. They cannot be answered by almost everyone or anyone


The language is direct, simple and unambiguous

Questions usually consist of a maximum of twenty words

No double negations were used

YOU ARE CONVINCED AND WOULD LIKE TO START AN EMPLOYEE SURVEY?
WE ARE HAPPY TO ADVISE YOU.

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