

## II Create questio ns

**DETERMINE ITEM ORIGIN** Good questions are highly meaningful, objective, valid and reliable. Based on these scales, items should be selected. The questions for a questionnaire can be developed in different ways:

- I. Use questions from existing survey instruments
- II. Deriving questions from scientific theories/models
- III. Developing questions with the help of expert knowledge

**LINGUISTIC DESIGN OF THE QUESTIONS** The aim is to motivate the participants to respond. Questions should be concise and clear and yet ask exactly what is meant.

**QUESTION TYPES** **Open questions** provide more detailed information. However, they are complex to evaluate.  
*Example: Which possibilities for stress reduction does your employer offer you?*

**Closed questions** have the advantage that they are quicker to answer and easier to evaluate.

*Example: Are you satisfied with the overall management style of your direct superior? Answer: "Yes vs. No" or "very dissatisfied" to "very satisfied".*

# The perfect questionnaire for your employee survey

## II Create questions

### FORMULATE QUESTIONS

Questions in a questionnaire should have the following properties:

- ✓ concrete
- ✓ neutrally
- ✓ simple-minded
- ✓ colloquially
- ✓ unambiguous

### TENDENCY TO THE MIDDLE

People show a tendency towards the middle answer option regardless of the question. The more precisely a scale is formulated, the more likely it is to avoid the tendency towards the middle. Scales with an even number of items require a natural tendency to the left or right.

### WELCOMMENDA TION AND FINAL TEXT

The cover letter should motivate the employee to participate and answer the most important questions.

- What is the purpose of the survey?
- Who is responsible for this?
- How much work is involved?
- Until when can I participate?
- Who can help with technical or content-related questions?
- What about data protection?

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

☎ +49 40 2282 1138

✉ [info@hrpuls.de](mailto:info@hrpuls.de)