

SEC INTERROGATORY #87

INTERROGATORY

[B/6/2, p. 18] Please describe how self-report survey setup questions have to be designed to avoid the effect of suggesting the desired answer to the respondents.

RESPONSE

An issue in survey and question design is the avoidance of leading questions that can bias respondent answers. One variant of this is acquiescence bias. In responding to survey questions, acquiescence bias can be a tendency for respondents to select an “agree” response more often than a “disagree” response or select a positively worded response category more often than a negatively worded response category, regardless of a question’s substance. This bias is typically addressed by not asking “agree” or “disagree” questions (i.e., do you agree or disagree with the following statement). Additionally, questions and responses need to avoid wording that makes one answer or rating seem more desirable than others. This is an important but standard approach to question design and wording.

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