

# **Refining your survey questions – Pilot testing and critical review**

# Pilot Testing

- Pilot testing is an invaluable method of ensuring the intended meaning of your questions is clear to survey respondents.
- Two main steps to pilot testing are:
  - Formative Pilot Testing
    - Seeking up-front feedback during development.
  - Summative Pilot Testing
    - Testing your near-final draft questions.

# Formative Pilot Testing

- Feedback from prospective respondents about your research area will be beneficial when you are developing your survey questions.
- The two main ways to implement this pilot test are:
  - Asking [open-ended survey](#) questions and using their feedback to inform your response options.
  - Engaging in an [open discussion](#) about prospective questions and topic areas.

# Summative Pilot Testing

- After formative testing you should develop and refine your questions and response options.
- Summative testing involves giving respondents a [copy of your entire survey](#).
- You can then analyse your survey responses and use feedback to [refine](#) some aspects before finalising your survey questions.