



Health Services Research, Part 5: Writing Survey Questions

The final major step in writing excellent health services research surveys is writing data collection questions that truly grasp the complexity of the assessment domains indicated by the statement of research purpose.

While some clinical outcomes are easy to measure objectively, the other general types of outcomes we have discussed (behavioral, cognitive, and affective) must often be measured in more creative ways. Several strategies for creating data collection questions that can measure these assessment domains in greater complexity are available to survey designers. This entry discusses the multi-item scale, in particular.

Multi-Item / Likert Scale

Most individuals who have taken a survey are familiar with a Likert scale. This scale gives the survey respondent the option to choose between a series of values that indicate how much they agree or disagree with a statement. For example, "Indicate how much you agree with the following statement on a scale of 1 to 4 (1 being agree and 4 being disagree)."

This can be a very useful type of data collection question and creating multi-item scales allows the survey analyst to discern differences across respondents in much more detail. As opposed to asking one question, the survey designers can ask several, with the goal of aggregating the results to arrive at a one global measure of the assessment domain that is the focus of the research.

[See an example and continue reading...](#)



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"Moving to PIMSY has been a very positive experience and we are very happy with the outcome. " {Julie G.}

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Say hi, get some chocolate, and of course we're happy to answer any of your questions about PIMSY.

We can even provide an on-the-spot mini demo to show you the system in action. **Hope to see you there!**

To your success!

Leigh-Ann Renz

Marketing & Business Development Director

PIMSY EHR

877.334.8512, ext 4

bizdev@pimsyehr.com

pimsyehr.com

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PIMSY EHR
33 S Main St
Waynesville, North Carolina 28786
United States
(877) 334-8512