

Chapter 2: Writing Items to Collect Factual Information

- 1.** The blank is in the middle of the item. Choices are not mutually exclusive (e.g., 0–2 overlaps with 2–6).
- 2.** Asks two questions: political party (Democrat, Republican, etc.) and orientation (liberal, conservative). Does not provide a line or space to write in the explanation for “Other.”
- 3.** Asks three questions: whether marijuana was used, how often it was used, and whether it was used in the past year.
- 4.** Choices are not exhaustive; needs a choice called “Other.”
- 5.** *Topography* is a difficult term that should be defined.
- 6.** “Yes-No” choice may pose a problem for someone who found it moderately easy or moderately difficult. An item that asks *how easy* it was to use probably would be better.
- 7.** Asks two questions (exercise and diet). “Yes-No” choices could be changed to ask to what extent they think each is done.
- 8.** The choices “Always” and “Never” may be dead because few things are always or never. It would be better to use “Almost always” and “Almost never.”
- 9.** Timeframe is unlimited; respondents probably will find it hard to recall the specific number of times they felt pressured.
- 10.** No obvious problem. “Yes-No” format is fine because a woman either did it or did not do it in the past 30 days.
- 11.** Ranking will not give as much information as having respondents rate each choice separately for its importance.
- 12.** Respondents may feel that they are being asked to write an essay, which may be threatening.
- 13.** Overuse of underlining, italics, and boldfaced type.
- 14.** Choices are not mutually exclusive; for example, 2–3 overlaps with 3–4.
- 15.** The “don’t know” choice is probably not needed.
- 16.** Answers may vary.