

QUESTIONNAIRE

preparation

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|--------------------------|--|------------------------|
| ☐ | considered the information you want to collect through the questionnaire | Sarstedt & Mooi (2018) |
| ☐ | selected the method of analysis and the questionnaire type accordingly | Sarstedt & Mooi (2018) |
| ☐ | choosed the required distribution method (available resources vs. level of detail) | Sarstedt & Mooi (2018) |

format

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|--------------------------|--|---|
| ☐ | formatted the questionnaire in line with the distribution/collection method (lenght) | Sarstedt & Mooi (2018) |
| ☐ | questionnaire is as brief as possible – short, with only key questions | Goldammer et al. (2020);
Mackenzie & Podsakoff (2012);
Sarstedt & Mooi (2018) |
| ☐ | questionnaire can be completed in 10 (social media) to 20 minutes (web) | Sarstedt & Mooi (2018) |
| ☐ | info about the time needed to fill in is mentioned | Sarstedt & Mooi (2018) |
| ☐ | percentages of progress are shown | Sarstedt & Mooi (2018) |
| ☐ | font is easily legible | Sarstedt & Mooi (2018) |
| ☐ | questionnaire is compatible with the browser on mobile and tablet | Sarstedt & Mooi (2018) |
| ☐ | questionnaire does not contain questions that directly measure the effort involved in completing | Goldammer et al. (2020) |

question format

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|--------------------------|--|------------------------------|
| ☐ | questions are based on a validated scale | Sarstedt & Mooi (2018) |
| ☐ | questions are not ambiguous and compound | Mackenzie & Podsakoff (2012) |
| ☐ | question does not contain more than one thing to answer (satisfied with the price and quality) | Sarstedt & Mooi (2018) |
| ☐ | question can be answered without assuming (to have time to read every day) | Sarstedt & Mooi (2018) |
| ☐ | examples are provided for abstract questions | Mackenzie & Podsakoff (2012) |
| ☐ | questions have professional level grammar | Sarstedt & Mooi (2018) |
| ☐ | visual aids are used for better recalling and understanding | Mackenzie & Podsakoff (2012) |
| ☐ | everyone is able to answer the question | Sarstedt & Mooi (2018) |
| ☐ | everyone is able to recall or formulate an answer | Sarstedt & Mooi (2018) |
| ☐ | everyone is willing to answer the question | Sarstedt & Mooi (2018) |
| ☐ | I use ranges (age, income) | Sarstedt & Mooi (2018) |
| ☐ | I use neutral questions | Sarstedt & Mooi (2018) |
| ☐ | I use indirect questions | Sarstedt & Mooi (2018) |
| ☐ | question is necessary for the purpose of the research | Sarstedt & Mooi (2018) |
| ☐ | questions have less than 20 words | Sarstedt & Mooi (2018) |
| ☐ | questions use active (not passive) form | Sarstedt & Mooi (2018) |
| ☐ | questions do not contain jargon or slang | Sarstedt & Mooi (2018) |
| ☐ | questions are grammatically simple | Sarstedt & Mooi (2018) |
| ☐ | questions do not contain pronouns (use nouns repeatedly) | Sarstedt & Mooi (2018) |
| ☐ | questions contain simple words | Sarstedt & Mooi (2018) |
| ☐ | questions do not contain the possessive form | Sarstedt & Mooi (2018) |
| ☐ | questions do not contain double negation | Sarstedt & Mooi (2018) |
| ☐ | questions do not contain vague quantifiers (frequently, occasionally → once a week) | Sarstedt & Mooi (2018) |
| ☐ | questions do not recommend an answer (the company has done well → how do you feel about it?) | Sarstedt & Mooi (2018) |

response format

- ☐ response formats are being switched and scales are being reversed to avoid repetition Mackenzie & Podsakoff (2012); Sarstedt & Mooi (2018)
 - ☐ reversed questions are used minimally, only to find straight-lining Sarstedt & Mooi (2018)
 - ☐ reverse questions do not contain negative forms Sarstedt & Mooi (2018)
- ☐ responses use a 5-point scale (not 7, 10) Sarstedt & Mooi (2018)
- ☐ responses contain a neutral option Sarstedt & Mooi (2018)
- ☐ responses are balanced (2 positive, 1 neutral, 2 negative) Sarstedt & Mooi (2018)
- ☐ responses do not overlap (0–4, 5–10) Sarstedt & Mooi (2018)
- ☐ response categories are equally sized with the expected equal distribution (5 cats., 20% each) Sarstedt & Mooi (2018)

order of questions

- ☐ screening questions are at the beginning Sarstedt & Mooi (2018)
- ☐ questions regarding the dependent variables are after screening Sarstedt & Mooi (2018)
- ☐ questions related to the independent variables are after the dependent Sarstedt & Mooi (2018)
- ☐ questions are logically ordered in sequence Sarstedt & Mooi (2018)
- ☐ more general questions are at the beginning and gradually become more specific Sarstedt & Mooi (2018)
- ☐ key questions are at the beginning of the questionnaire Goldammer et al. (2020); Mackenzie & Podsakoff (2012)
- ☐ similar questions are spread out in the questionnaire Mackenzie & Podsakoff (2012)
- ☐ previous answers (don't) affect the next ones Mackenzie & Podsakoff (2012)
- ☐ sensitive questions are at the end Sarstedt & Mooi (2018)
- ☐ demographic issues are the last Sarstedt & Mooi (2018)
 - ☐ are beneficial to our research Sarstedt & Mooi (2018)
 - ☐ we don't know the answer to them yet Sarstedt & Mooi (2018)
 - ☐ respondents will want to answer them (income, health condition) Sarstedt & Mooi (2018)
- ☐ changes in sections are clearly communicated (questions about satisfaction → attitudes) Sarstedt & Mooi (2018)

introductory information

- ☐ the aim and importance of the research is presented Sarstedt & Mooi (2018)
- ☐ it is stated that respondents will help most by filling in accurately (motivation for recall) Goldammer et al. (2020); Mackenzie & Podsakoff (2012)
- ☐ it is stated that there are no correct answers Mackenzie & Podsakoff (2012)
- ☐ it is stated that each question is unique and important Mackenzie & Podsakoff (2012)
- ☐ it is stated that we care about respondents subjective perception Mackenzie & Podsakoff (2012)
- ☐ it that we appreciate the responses / personal point of view / we need help Mackenzie & Podsakoff (2012)
- ☐ uniqueness of those who have an experience that cannot be described to us by just anyone is stated Mackenzie & Podsakoff (2012)
- ☐ it is stated that the research is carried out in collaboration with a reputable institution (university, research institute) Sarstedt & Mooi (2018)
- ☐ it is stated what the data will be used for Sarstedt & Mooi (2018)
- ☐ it is stated that the data provided is for research purposes only Mackenzie & Podsakoff (2012); Sarstedt & Mooi (2018)
- ☐ it is stated that the research is anonymous and the results will only be viewed in aggregate Mackenzie & Podsakoff (2012); Sarstedt & Mooi (2018)
- ☐ it is stated that the data provided will be handled responsibly Sarstedt & Mooi (2018)
- ☐ benefits of the research are listed Mackenzie & Podsakoff (2012)

☐	gratitude is shown for completing / respondents are thanked for their time	Mackenzie & Podsakoff (2012)
☐	reward is provided for completion - financial (to respondent, to charity), lottery (prize), survey results	Sarstedt & Mooi (2018)
☐	contact details of the author are provided	Sarstedt & Mooi (2018)
☐	photo of the research team is shown	Sarstedt & Mooi (2018)
☐	it is shown how the questionnaire should be filled in	Sarstedt & Mooi (2018)
☐	for the mobile version of the questionnaire there is only a short introduction	Sarstedt & Mooi (2018)
☐	it is indicated if the questions refer to a specific situation/moment	Sarstedt & Mooi (2018)
sample size		
☐	sample size increased by dropouts (15–25%)	Goldammer et al. (2020)
testing		
☐	3-6 experts are used to complete and obtain feedback	Sarstedt & Mooi (2018)
☐	questionnaire sent to 50-100 respondents for completion	Sarstedt & Mooi (2018)
☐	collected data are analysed for insight into potential outcomes	Sarstedt & Mooi (2018)
☐	questionnaire modified based on testing	Sarstedt & Mooi (2018)
realization		
☐	do it paper+pencil style or on the computer (without the interviewer present)	Mackenzie & Podsakoff (2012)
☐	measure completion time	Goldammer et al. (2020)

Goldammer, P., Annen, H., Stöckli, P. L., & Jonas, K. (2020). Careless responding in questionnaire measures_ Detection, impact, and remedies. *The Leadership Quarterly*, 101384. <http://doi.org/10.1016/j.leaqua.2020.101384>

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