Web Questionnaire Scoring Rubric

Dillman's Principles		YES	NO
1. Principle 11.10: Introduce the Web questionnaire with a welcome screen that is motivational, emphasizes the ease of responding, and instructs respondents about how to proceed to the next page.			
2. Principle 11.11: Provide a PIN number for limiting access only to people in the sample.			
3. Principle 11.12: Choose for the first question an item that is likely to be interesting to most respondents, easily answered, and fully visible on the welcome screen of the questionnaire.			
4. Principle 11.13: Present each question in a conventional format similar to that normally used on paper self-administered questionnaires.			
5. Principle 11.14: Restrain the use of color so that figure/ground consistency and readability are maintained, navigational flow is unimpeded, and measurement properties of questions are maintained.			
6. Principle 11.15: Avoid differences in the visual appearance of questions that result from different screen configurations, operating systems, browsers, partial screen displays, and wrap around text.			
7. Principle 11.16: Provide specific instructions on how to take each necessary computer action for responding to the questionnaire, and give other necessary instructions at the point where they are needed.			
8. Principle 11.17: Use drop-down boxes sparingly, consider the mode implications, and identify each with a "click here" instruction.			
9. Principle 11.18: Do not require respondents to provide an answer to each question before being allowed to answer any subsequent ones.			

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10. Principle 11.19: Provide skip directions in a way that encourages marking of answers and being able to click to the next applicable question.			
11. Principle 11.20: Construct Web questionnaires so they scroll from question to question unless order effects are a concern, or when telephone and Web survey results are being combined.			
12. Principle 11.21: When the number of answer choices exceeds the number that can be displayed in a single column on one screen, consider double-banking with an appropriate grouping device to link them together.			
13. Principle 11.22: Use graphical symbols or words that convey a sense of where the respondent is in the completion process, but avoid those that require significant increases in computer resources.			
14. Principle 11.23: Exercise restraint in the use of question structures that have known measurement problems on paper questionnaires, such as check all that apply and open ended questions.			