**Further Reading on Writing Effective Survey Questions**

ProgrammingLibrarian.org

**“Boost Survey Results with Carefully Crafted Questions”**

January 11, 2012

By Kathy Dempsey, Editor, Marketing Library Services newsletter

http://programminglibrarian.org/articles/boost-survey-results-carefully-crafted-questions

Qualtrics blog

**“The 10 commandments for writing good surveys and questions”**

December 10, 2018

By Sam Lloyd

https://www.qualtrics.com/blog/good-survey-questions

Zapier blog

**“Surveys 101: A Simple Guide to Asking Effective Questions”**

no date

By Stephanie Beadell

https://zapier.com/learn/forms-surveys/writing-effective-survey

*Thanks for attending my session on “What They Didn’t Teach in Library School: The Cycle of True Marketing”! Let me know if I can be of further assistance.*

~Kathy Dempsey

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