No. 130

AI LITERACY SERIES · THE METHOD

# Your Survey Done Right

*Design a clear questionnaire, send it to the right audience and turn answers into decisions, with AI as your guide.*

Ten prompts to frame the goal, write neutral questions, test, distribute in the right place and read both numbers and comments.

**Free for the SYSTINFO community**

SYSTINFO · 2026

GOOD TO KNOW

# Good to know

*In 2026, building and analyzing a survey has never been easier: AI writes the questions, spots the traps and summarizes the answers in seconds, and a free online form fills in on any phone. But a survey is still a meeting with real people: poorly worded, it gives misleading answers; poorly analyzed, it leads to bad decisions. Three cues before you start.*

1. **A badly worded question skews everything.**
   A leading word, two ideas in one sentence, an incomplete set of choices: and your results tilt without anyone noticing. A question is tested before it is sent.

2. **AI does not invent your respondents.**
   It helps you write and analyze, but must never make up answers or fill the gaps. The numbers come from real people, or they are worth nothing.

3. **A survey rests on trust.**
   Promise anonymity and keep it, ask for consent, do not collect sensitive data without reason. Respecting the respondent is how you get honest answers.

**Good reflex: have 3 people answer your questionnaire before you send it to everyone, they will see what you no longer can.**

THE METHOD

# The Method

*Five moves, ten prompts ready to copy. Frame the goal and the audience, write neutral questions, test before sending, distribute in the right place, then read numbers and comments, to turn answers into decisions.*

**1 Frame**
01 The Goal, Set · 02 The Right Audience

**2 Write**
03 The Neutral Question · 04 The Right Scale

**3 Test**
05 The Dry Run · 06 The Logical Order

**4 Share**
07 The Polished Invite · 08 The Right Channel

**5 Analyze**
09 The Numbers, Read · 10 The Verbatims, Sorted

THE RCTFE RECIPE

**Every prompt follows the same recipe: Role, Context, Task, Format. Copy the structure, change the brackets.**

PROMPT 01 · FRAME

# The Goal, Set

## PROMPT TO COPY

```
Role: you are an expert survey designer.
Context: I want to run a survey about [the topic] with
[who], to decide [the decision it must inform].
Task: help me frame it before I write a single question.
Format: the precise decision the survey must inform, the 3
to 5 key facts to gather, and one question to drop. Ask me
a question if the goal is still unclear.
```

## WHAT YOU GET

A survey that serves a decision, not a random collection. You know what you are after before writing the first question.

PROMPT 02 · FRAME

# The Right Audience

## PROMPT TO COPY

```
Role: you are a sampling specialist.
Context: my survey targets [the population, e.g. my customers, the people of X].
Task: help me define and reach the right audience.
Format: exactly who to ask, how many answers to aim for to be credible, where to find them, and the bias to watch (do not ask only the happiest).
```

## WHAT YOU GET

A defined audience and a realistic answer target. Your results will speak for a clear group, not a fuzzy sample.

PROMPT 03 · WRITE

# The Neutral Question

## PROMPT TO COPY

```
Role: you are a survey question writer.
Context: I want to know [what I am after], here is my
draft: [paste the question].
Task: rewrite it so it is neutral and clear.
Format: a short version, with no word that steers the
answer, no two questions in one sentence, understandable by
all. Explain in one line what you changed.
```

## WHAT YOU GET

Questions that do not sway the answer. You measure what people truly think, not what the question suggests.

PROMPT 04 · WRITE

# The Right Scale

## PROMPT TO COPY

```
Role: you are a questionnaire designer.
Context: for [the question], I am unsure about the answer type.
Task: propose the best-suited answer format.
Format: single choice, multiple choice, a 1 to 5 scale or an open question, with the options to offer; say when to keep an Other box and one open question at the end.
```

## WHAT YOU GET

The right answer type for each question. Easy to give for people, easy to count for you.

PROMPT 05 · TEST

# The Dry Run

## PROMPT TO COPY

```
Role: you are a demanding test respondent.
Context: here is my full questionnaire: [paste it].
Task: answer it like a real respondent and flag what trips you up.
Format: the ambiguous or awkward questions, the redundancies, the estimated completion time, and the three priority fixes before release.
```

## WHAT YOU GET

The traps caught before sending, not after. You fix while there is still time, when no one can answer twice.

PROMPT 06 · TEST

# The Logical Order

## PROMPT TO COPY

```
Role: you are an expert in the respondent's journey.
Context: here are my questions in no order: [paste them].
Task: arrange them in an order that makes people finish.
Format: easy questions first, sensitive ones toward the
end, a short intro, a note on anonymity and time needed,
and a grouping by theme.
```

## WHAT YOU GET

A questionnaire people finish instead of dropping. Good order lifts the number of complete answers.

PROMPT 07 · SHARE

# The Polished Invite

## PROMPT TO COPY

```
Role: you are a response-rate specialist.
Context: I will invite [the audience] to answer my survey
about [the topic].
Task: write the invitation and one reminder.
Format: a short message saying why to answer, how long it
takes, what you will do with it, and a note on anonymity;
plus a polite reminder to send a few days later.
```

## WHAT YOU GET

An invitation that makes people click. The more they see the point, the more they answer.

PROMPT 08 · SHARE

# The Right Channel

## PROMPT TO COPY

```
Role: you are a survey distribution adviser.
Context: my audience is [who] and I have [my channels:
WhatsApp, email, social, in person].
Task: recommend how and when to distribute.
Format: the tool to build the survey (e.g. a free online
form), the best channels for this audience, the best time
to send, and how to avoid duplicate answers.
```

## WHAT YOU GET

The survey where your audience really is. The right channel at the right time beats sending to everyone.

PROMPT 09 · ANALYZE

# The Numbers, Read

## PROMPT TO COPY

```
Role: you are a survey data analyst.
Context: here are my numeric answers: [paste the table or the totals].
Task: summarize what the numbers say.
Format: the 3 standout results in plain sentences, one useful cross-tab (e.g. by age or area), what is clear and what stays uncertain given the number of answers. Invent no figure.
```

### WHAT YOU GET

Your numbers turned into clear findings. You see the trends without drowning in the table.

PROMPT 10 · ANALYZE

# The Verbatims, Sorted

## PROMPT TO COPY

```
Role: you are an open-answer specialist.
Context: here are the free-text answers from my survey:
[paste them].
Task: sort them by theme and draw out the essentials.
Format: the main recurring themes with their frequency, two
or three representative quotes per theme, and a 5-line
summary ready for a report.
```

## WHAT YOU GET

Hundreds of comments boiled down to a few strong ideas. Your respondents' words become decisions.

No. 130

YOUR TURN

# The True Measure

You now know how to run a survey end to end with AI: frame the goal and the audience, write neutral questions, test before sending, distribute in the right place, then read numbers and comments. Ten prompts, to listen right and decide sure.

*A survey is worth only as much as its questions: test them on a few people before you open it to all.*

**Join the SYSTINFO community to get a card like this one every day.**

WhatsApp

Mattermost

LinkedIn

Facebook

**Free for the SYSTINFO community**