Chapter 1 : The 4 Main Reasons to Conduct Surveys

CONDUCTING SURVEYS Everyone Is Doing It Overview Surveys are everywhere. You will find them in doctor's offices, schools, airplanes, and hotel rooms.

Survey Research Collecting survey data Survey researchers employ a variety of techniques in the collection of survey data. People can be contacted and surveyed using several different modes: The choice of mode can affect who can be interviewed in the survey, the availability of an effective way to sample people in the population, how people can be contacted and selected to be respondents, and who responds to the survey. In addition, factors related to the mode, such as the presence of an interviewer and whether information is communicated aurally or visually, can influence how people respond. Surveyors are increasingly conducting mixed-mode surveys where respondents are contacted and interviewed using a variety of modes. Survey response rates can vary for each mode and are affected by aspects of the survey design e. In addition to landline and cellphone surveys , Pew Research Center also conducts web surveys and mixed-mode surveys , where people can be surveyed by more than one mode. We discuss these types of surveys in the following sections and provide examples from polls that used each method. In addition, some of our surveys involve reinterviewing people we have previously surveyed to see if their attitudes or behaviors have changed. For example, in presidential election years we often interview voters, who were first surveyed earlier in the fall, again after the election in order to understand how their opinions may have changed from when they were interviewed previously. Cellphone surveys Telephone surveys have traditionally been conducted only by landline telephone. For certain subgroups, such as young adults, Hispanics and African Americans, the cell only rate is even higher. Research has shown that as the number of adults who are cell only has grown, the potential for bias in landline surveys that do not include cellphone interviews is growing. Cellphone surveys are conducted in conjunction with a landline survey to improve coverage. The data are then combined for analysis. In addition to the issues associated with sampling cellphones , there are also unique challenges that arise when interviewing people on their cellphones. One of the most important considerations when conducting cellphone surveys is that the costs are substantially higher than for a traditional landline survey. The cost of a completed cellphone interview is one-and-a-half to two times more than a completed landline interview. Although some of the fixed costs associated with landline surveys are not duplicated when a cellphone sample is added such as programming the questionnaire , other costs are higher data processing and weighting are more complex in dual-frame surveys. Cellphone surveys are more expensive because of the additional effort needed to screen for eligible respondents. A significant number of people reached on a cellphone are under the age of 18 and thus are not eligible for most of our surveys of adults. Cellphone surveys also cost more because federal regulations require cellphone numbers to be dialed manually whereas auto-dialers can be used to dial landline numbers before calls are transferred to interviewers. In addition, respondents including those to Pew Research surveys are often offered small cash reimbursements to help offset any costs they might incur for completing the survey on their cellphone. These payments, as well as the additional time necessary for interviewers to collect contact information in order to reimburse respondents, add to the cost of conducting cellphone surveys. Most cellphones also have caller identification or other screening devices that allow people to see the number that is calling before deciding to answer. People also differ considerably in how they use their cellphones e. Although people responding to landline surveys are generally at home, cellphone respondents can be virtually anywhere when receiving the call. Legal restrictions on the use of cellphones while driving, as well as concerns about safety, also have raised the issue of whether people should be responding to surveys on their cellphones while driving. In addition, people often talk on their cellphones in more open places where they may have less privacy; this may affect how they respond to survey questions, especially those that cover more sensitive topics. These concerns have led some surveyors including Pew Research Center to ask cellphone respondents whether they are in a safe place and whether they can speak freely before continuing with the interview. Lastly, the quality of connection may influence whether an interview can be completed at that time, and interruptions may be more common on cellphones. Response

rates are typically lower for cellphone surveys than for landline surveys. In terms of data quality, some researchers have suggested that respondents may be more distracted during a cellphone interview, but our research has not found substantive differences in the quality of responses between landline and cellphone interviews. Interviewer ratings of respondent cooperation and levels of distraction have been similar in the cell and landline samples, with cellphone respondents sometimes demonstrating even slightly greater cooperation and less distraction than landline respondents.

Chapter 2 : 6 Steps To Conducting An Online Survey | SmartSurvey

Conducting surveys can be done very simply, or it can be very complicated, depending on how much you want to ask on the survey and the number of people to whom it is administered. This section will mainly focus on doing surveys on a fairly small local scale, and we will give you some ideas about where to find information should you need to do a.

Advanced Search Abstract Survey research is sometimes regarded as an easy research approach. However, as with any other research approach and method, it is easy to conduct a survey of poor quality rather than one of high quality and real value. This paper provides a checklist of good practice in the conduct and reporting of survey research. Its purpose is to assist the novice researcher to produce survey work to a high standard, meaning a standard at which the results will be regarded as credible. The paper first provides an overview of the approach and then guides the reader step-by-step through the processes of data collection, data analysis, and reporting. It is not intended to provide a manual of how to conduct a survey, but rather to identify common pitfalls and oversights to be avoided by researchers if their work is to be valid and credible. Survey research is common in studies of health and health services, although its roots lie in the social surveys conducted in Victorian Britain by social reformers to collect information on poverty and working class life e. Charles Booth [1] and Joseph Rowntree [2] , and indeed survey research remains most used in applied social research. The researcher therefore uses information from a sample of individuals to make some inference about the wider population. Data are collected in a standardized form. This is usually, but not necessarily, done by means of a questionnaire or interview. There is no attempt to control conditions or manipulate variables; surveys do not allocate participants into groups or vary the treatment they receive. Surveys are well suited to descriptive studies, but can also be used to explore aspects of a situation, or to seek explanation and provide data for testing hypotheses. As with any research approach, a choice of methods is available and the one most appropriate to the individual project should be used. This paper will discuss the most popular methods employed in survey research, with an emphasis upon difficulties commonly encountered when using these methods. Descriptive research Descriptive research is a most basic type of enquiry that aims to observe gather information on certain phenomena, typically at a single point in time: The aim is to examine a situation by describing important factors associated with that situation, such as demographic, socio-economic, and health characteristics, events, behaviours, attitudes, experiences, and knowledge. Descriptive studies are used to estimate specific parameters in a population e. Analytical studies Analytical studies go beyond simple description; their intention is to illuminate a specific problem through focused data analysis, typically by looking at the effect of one set of variables upon another set. These are longitudinal studies, in which data are collected at more than one point in time with the aim of illuminating the direction of observed associations. Data may be collected from the same sample on each occasion cohort or panel studies or from a different sample at each point in time trend studies. Evaluation research This form of research collects data to ascertain the effects of a planned change. Advantages and disadvantages of survey research Advantages: The research produces data based on real-world observations empirical data. The breadth of coverage of many people or events means that it is more likely than some other approaches to obtain data based on a representative sample, and can therefore be generalizable to a population. Surveys can produce a large amount of data in a short time for a fairly low cost. Researchers can therefore set a finite time-span for a project, which can assist in planning and delivering end results. The significance of the data can become neglected if the researcher focuses too much on the range of coverage to the exclusion of an adequate account of the implications of those data for relevant issues, problems, or theories. The data that are produced are likely to lack details or depth on the topic being investigated. Securing a high response rate to a survey can be hard to control, particularly when it is carried out by post, but is also difficult when the survey is carried out face-to-face or over the telephone. Essential steps in survey research Research question Good research has the characteristic that its purpose is to address a single clear and explicit research question; conversely, the end product of a study that aims to answer a number of diverse questions is often weak. This is a trap novice researchers in particular fall into. Therefore, in developing a research question, the following

aspects should be considered [4]: Be knowledgeable about the area you wish to research. Widen the base of your experience, explore related areas, and talk to other researchers and practitioners in the field you are surveying. Consider using techniques for enhancing creativity, for example brainstorming ideas. Avoid the pitfalls of: Research methods The survey approach can employ a range of methods to answer the research question. Common survey methods include postal questionnaires, face-to-face interviews, and telephone interviews. Postal questionnaires This method involves sending questionnaires to a large sample of people covering a wide geographical area. As response rates are low, a large sample is required when using postal questionnaires, for two main reasons: The researcher then asks the respondent a series of questions and notes their responses. The response rate is often higher than that of postal questionnaires as the researcher has the opportunity to sell the research to a potential respondent. Face-to-face interviewing is a more costly and time-consuming method than the postal survey, however the researcher can select the sample of respondents in order to balance the demographic profile of the sample. Telephone interviews Telephone surveys, like face-to-face interviews, allow a two-way interaction between researcher and respondent. Telephone surveys are quicker and cheaper than face-to-face interviewing. Whilst resulting in a higher response rate than postal surveys, telephone surveys often attract a higher level of refusals than face-to-face interviews as people feel less inhibited about refusing to take part when approached over the telephone. Designing the research tool Whether using a postal questionnaire or interview method, the questions asked have to be carefully planned and piloted. The design, wording, form, and order of questions can affect the type of responses obtained, and careful design is needed to minimize bias in results. When designing a questionnaire or question route for interviewing, the following issues should be considered: Planning the content of a research tool The topics of interest should be carefully planned and relate clearly to the research question. It is often useful to involve experts in the field, colleagues, and members of the target population in question design in order to ensure the validity of the coverage of questions included in the tool content validity. Researchers should conduct a literature search to identify existing, psychometrically tested questionnaires. A well designed research tool is simple, appropriate for the intended use, acceptable to respondents, and should include a clear and interpretable scoring system. A research tool must also demonstrate the psychometric properties of reliability consistency from one measurement to the next , validity accurate measurement of the concept , and, if a longitudinal study, responsiveness to change [5]. The development of research tools, such as attitude scales, is a lengthy and costly process. It is important that researchers recognize that the development of the research tool is equal in importanceâ€”and deserves equal attentionâ€”to data collection. If a research instrument has not undergone a robust process of development and testing, the credibility of the research findings themselves may legitimately be called into question and may even be completely disregarded. Researchers who are unable or unwilling to undertake this process are strongly advised to consider adopting an existing, robust research tool. Questionnaire layout Questionnaires used in survey research should be clear and well presented. The use of capital upper case letters only should be avoided, as this format is hard to read. Questions should be numbered and clearly grouped by subject. Clear instructions should be given and headings included to make the questionnaire easier to follow. Questions may be open where the respondent composes the reply or closed where pre-coded response options are available, e. Closed questions with pre-coded response options are most suitable for topics where the possible responses are known. Closed questions are quick to administer and can be easily coded and analysed. Open questions should be used where possible replies are unknown or too numerous to pre-code. Open questions are more demanding for respondents but if well answered can provide useful insight into a topic. Open questions, however, can be time consuming to administer and difficult to analyse. Whether using open or closed questions, researchers should plan clearly how answers will be analysed. Interview questions Open questions are used more frequently in unstructured interviews, whereas closed questions typically appear in structured interview schedules. A structured interview is like a questionnaire that is administered face to face with the respondent. When designing the questions for a structured interview, the researcher should consider the points highlighted above regarding questionnaires. The interviewer should have a standardized list of questions, each respondent being asked the same questions in the same order. If closed questions are used the interviewer should also have a range of pre-coded responses

available. If carrying out a semi-structured interview, the researcher should have a clear, well thought out set of questions; however, the questions may take an open form and the researcher may vary the order in which topics are considered. Piloting A research tool should be tested on a pilot sample of members of the target population. This process will allow the researcher to identify whether respondents understand the questions and instructions, and whether the meaning of questions is the same for all respondents. Where closed questions are used, piloting will highlight whether sufficient response categories are available, and whether any questions are systematically missed by respondents. When conducting a pilot, the same procedure as as that to be used in the main survey should be followed; this will highlight potential problems such as poor response. Covering letter All participants should be given a covering letter including information such as the organization behind the study, including the contact name and address of the researcher, details of how and why the respondent was selected, the aims of the study, any potential benefits or harm resulting from the study, and what will happen to the information provided. The covering letter should both encourage the respondent to participate in the study and also meet the requirements of informed consent see below. Sample and sampling The concept of sample is intrinsic to survey research. Usually, it is impractical and uneconomical to collect data from every single person in a given population; a sample of the population has to be selected [7]. This is illustrated in the following hypothetical example. A hospital wants to conduct a satisfaction survey of the patients discharged in the previous month; however, as it is too costly to survey each patient, a sample has to be selected. In this example, the researcher will have a list of the population members to be surveyed sampling frame. It is important to ensure that this list is both up-to date and has been obtained from a reliable source. The method by which the sample is selected from a sampling frame is integral to the external validity of a survey: There are methodological factors to consider when deciding who will be in a sample: How will the sample be selected? What is the optimal sample size to minimize sampling error? How can response rates be maximized? The survey methods discussed below influence how a sample is selected and the size of the sample. There are two categories of sampling: The principal techniques are described here [9]. Random sampling Generally, random sampling is employed when quantitative methods are used to collect data e. Random sampling allows the results to be generalized to the larger population and statistical analysis performed if appropriate. The most stringent technique is simple random sampling.

Chapter 3 : What Is A Survey (or Questionnaire)? | Qualtrics

Do you have a class project to conduct a survey? Are you working for a company and looking to refine a new product? Surveys can serve a variety of purposes but is important that you follow a clear and transparent methodology to get the best data.

When planning a survey, remember the following guidelines. If you think you will need assistance, please contact us as early in the planning process as possible. OIEA staff will consult with you to help you complete the following steps. Determine the deadline for reporting the data the survey will collect. The complete survey process usually takes about four to six months from the first step to completing a report of the results. Creating a time line from the finish date to the first task will ensure that you complete the survey report on time. Identify the questions you want the data to answer. Identify the overall reasons for conducting the survey. What will you know after you have conducted the survey? Identify the data you need to answer those questions. Do you need performance data, opinions, comparisons based on some criteria, etc.? The data you need will form the foundation of the survey form. Identify the people from whom you will gather the data. Responses from which group of people will provide you the most useful data? Surveying students to determine their satisfaction with job placement services, for example, is useful only if the students you survey have used the services of the job placement office. Also, if your questions require data from people who meet specific characteristics, this is the step in which you identify those characteristics students with hours, students with hours, students majoring in X, etc. Determine when to conduct the survey. In general, the information you are collecting determines when you conduct the survey. If your major interest has to do with information about expectations of a course, for example, the survey should be conducted at the beginning of the course. If, on the other hand, you are seeking information regarding student experience of a course or with the use of services, the survey would provide the most useful results at the end of the semester or after the use of the service. If you are measuring impact or change resulting from an experience, you may wish to survey the selected group both before and after the experience. Design the methodology for conducting the survey. This is the step where you decide the procedures for conducting the survey: Additional methodological issues to consider are whether or not to make follow-up contacts and how to prepare the forms for data entry, etc. Many people are interested in web-based surveys as an alternative to more traditional methods such as by phone, in class, or a mailed form. Web-based surveys do have a number of advantages, including time and cost savings and increased flexibility. They are, however, more suitable for groups of people comfortable using computers and with internet access. Web-based surveys also tend to have lower response rates than more traditional methods, so more thought should be given to creating incentives for participants to take the survey. Design and produce the survey form. Creating a useful survey form, a topic about which many books have been written, requires careful thought and skillful application of some basic rules. Keep in mind that a survey form should be as brief as possible aim for no more than one side of a single page at most and should create as little frustration as possible to increase the likelihood that it will be completed and returned. The aim of a useful survey form is to help the people you are surveying give you the information you need in a form that is useful. Make the questions specific; avoid vague qualifiers and abstract terms. Terms like "usually", "most", and "now" are full of ambiguity. Also, avoid including multiple items in one question, such as asking the respondent for their satisfaction with faculty and staff as one response. Start with easier questions and move to more difficult or boring ones. The first questions should be chosen with care. They should "hook" the reader into answering the survey questions. Ask questions in a logical order. If using a printed survey, avoid "contingency" questions; those where you check "yes" to one question, and then go to another set of questions elsewhere. They are confusing and tend to lower the number of completed survey forms returned. Construct response categories carefully. Response categories must allow for all possible responses yet not be too long. If you are asking students how much time they spend studying, you would want to include "never" as well as "X hours every day" but you would not want to list all the number of hours in a day. You would provide categories of hours within the day, such as " hours per day", "4- 6 hours per day", etc. Provide clear and

sufficient directions, including the reason for the survey, whether responses are to be anonymous the respondent is unknown or confidential the responses will be aggregated and no single respondent will be identified , how the respondent is to complete the survey form, and what to do with it when it has been completed. In other words, as you are constructing the form, keep in mind the last survey form you were asked to complete and design yours the way you wish it had been designed, that is, from the perspective of those who will be completing it. When possible, have about ten people who are similar to those you plan to survey complete the form and give you feedback, then make improvements accordingly. Are the directions clear? Are the questions easy to understand? Does the format invite responses? How long did it take them to complete the form? Did your test respondents provide the types of responses you expect in other words, did they understand the meaning of the question as you intended it to be understood? Distribute survey forms, or send out invitations for web-based surveys, as outlined in the methodology step 6. As they are returned, track the number completed. If your survey form was a scan-able form bubble sheet , clean up the responses. This includes making sure bubbles are completely filled in, using a pencil to go over any bubbles that were filled in with ink, erasing any stray marks, and checking that all identifying data are complete e. For web- based surveys, work with the software application for extracting and analyzing survey responses. As the deadline for returning the survey form approaches, determine whether you will send a reminder to return it. Reminders can be as simple as an email message with the link to the survey or a postcard reading "Did you submit your completed survey form yet? There are several software packages available to analyze data. OIEA is available to provide consulting services to assist you with your data analysis on an as- available basis. The final task of conducting a survey is to communicate the findings clearly and accurately so they can be used for making decisions. Your report should include a meaningful title. To orient the reader to your report, include the purpose of the study and how the survey was conducted the methodology used. Provide a summary of your results, including any tables or charts displaying data. And finally, draw your conclusions and make recommendations based on your findings.

Chapter 4 : Social Research Methods - Knowledge Base - Selecting the Survey Method

Determining the right kind and number of participants in a sample group, also known as sampling, is one of the basic steps in conducting surveys. This article is a part of the guide.

How to Do a Survey Survey Says Turn on the television, radio or open a newspaper and you will often see the results from a survey. Gathering information is an important way to help people make decisions about topics of interest. Surveys can help decide what needs changing, where money should be spent, what products to buy, what problems there might be, or lots of other questions you may have at any time. The best part about surveys is that they can be used to answer any question about any topic. You can survey people through questionnaires, opinion polls, etc or things like pollution levels in a river, or traffic flow. Four Steps Here are four steps to a successful survey: Create the Questions The first thing is to decide is What questions do you want answered? Sometimes these may be simple questions like: Sometimes, it is helpful to be creative in how the people can respond. It makes it more fun for both you and your respondents the people answering the question. What is your favorite color? Have them write down their favorite color on a piece of paper and drop it in a fish bowl. Then, put all of the pieces of paper into piles and count them. To help you make a good Questionnaire read our page Survey Questions. Asking The Questions Now you have your questions, go out and ask them! But who to ask? If you survey a small group you can ask everybody called a Census If you want to survey a large group, you may not be able to ask everybody so you should ask a sample of the population called a Sample When you are sampling you should be careful who you ask. To be a good sample, each person should be chosen randomly If you only ask people who look friendly, you will only know what friendly people think! If you go to the swimming pool and ask people "Can you swim? So be careful not to bias your survey. Try to choose randomly. Choose 50 people at random: If you choose a person and they do not want to answer, record "no answer" on the survey form and mention how many people did not answer in your report. After completing a sampling survey you can use the information to make a prediction as to how the rest of the population might respond. And your results are better when you ask more people. But they sometimes get voting wrong, because people change their mind when actually voting. In the same way the opinion "yes I would buy this product" may not mean they actually will buy it. Tally the Results Now you have finished asking questions it is time to tally the results. By "tally" I mean add up. This usually involves lots of paperwork and computer work spreadsheets are useful! For "favorite colors of my class" you can simply write tally marks like this every fifth mark crosses the previous 4 marks, so you can easily see groups of 5: Presenting the Results Now you have your results, you will want to show them to other people in the best possible way. We have written a special page called Showing the Results of a Survey , but here is a quick summary: Tables Sometimes, you can simply report the information in a table. A table is a very simple way to show others the results. A table should have a title, so those looking at it understand what results the table shows:

Chapter 5 : 3 Ways to Conduct a Survey - wikiHow

The 4 Main Reasons to Conduct Surveys Susan E. DeFranzo June 29, Businesses and researchers across all industries conduct surveys to uncover answers to specific, important questions.

Learn how to conduct a needs assessment survey to identify what the community sees as priority issues to address. What is a needs assessment survey? Why should you do a needs assessment survey? When should you do a needs assessment survey? How do you carry out a needs assessment survey? You want to do something. Then someone comes along and says, "Wait a minute. Have you done a needs assessment survey? Should you ignore that person, or tell him politely to get lost? Or should you listen to what that person has to say, and maybe even follow his advice? This section will help you become clearer on what a needs assessment survey is, and on whether and when you want to do one and then, if you do, what to do next. The results of the survey then guide future action. Generally, the needs that are rated most important are the ones that get addressed. Depending on your resources time, money, and people a needs assessment survey may take many different forms. It can be as informal as asking around with people you know in your community: Or, it could take the form of a professionally-written survey that is mailed to hundreds of people. In general, however, true needs assessment surveys have some common characteristics: They have a pre-set list of questions to be answered They have a pre-determined sample of the number and types of people to answer these questions chosen in advance They are done by personal interview, phone, or by written response e. In most needs assessment surveys, a need means something that specifically relates to a particular group or community. Those may truly be needs, but they are not generally the types of needs that are assessed in needs assessment surveys. Instead, such a survey usually asks about needs that concern your particular community or group. This could include hundreds of possibilities, ranging from trash on the streets to vandalism, or from stores moving out of downtown to ethnic or racial conflict. These are examples of needs that might be perceived as a group or community issue or problem. Note that some surveys are very broad, and ask about any and all kinds of needs. Others are narrow, and limit themselves to learning more about one or two. Both kinds of surveys are common and helpful. Which to choose depends on what you want to find out. Try out these reasons. Do they make sense for you? To learn more about what your group or community needs are. A good survey can supplement your own sharp-eyed observations and experiences. It can give you detailed information from a larger and more representative group of people than you could get from observation alone. To get a more honest and objective description of needs than people might tell you publicly. To become aware of possible needs that you never saw as particularly important or that you never even knew existed. To document your needs, as is required in many applications for funding, and as is almost always helpful in advocating or lobbying for your cause. To make sure any actions you eventually take or join in are in line with needs that are expressed by the community. And also for two more reasons, which are less commonly understood: To get more group and community support for the actions you will soon undertake. And, for the same reason To get more people actually involved in the subsequent action itself. You may agree with some or all of these reasons. But you may still have concerns or objections. Objections and Concerns I already know what the needs in the community are. In other words, if the building is burning, put out the fire. Leave your surveys at home. But a lot of the time, the needs are not quite so clear. You and everyone else have opinions and biases, but does everyone feel the same way? We want to get going. If you do a needs assessment, you will feel more comfortable knowing that what you want to do meets a real community need. Otherwise, you might be wasting your time. You probably do have enough time. The actual amount of time you need can vary a great deal. If you really wanted to do a full-scale scientific survey, you could spend a year or more collecting, tabulating, and writing up the data. You can collect useful data in hours, or even less. You can go to a meeting where your key audience is, and ask them a few questions, either verbally or with a printed questionnaire. All the forms come back to you in ten minutes. In about ten minutes more, you can get results that will be helpful. If you have a choice, you may want to survey more people, with different questions, in different ways. There are many different degrees of comprehensiveness. But any surveying is almost always better than no

surveying at all. Look at it this way: If you care about effective action, do you have the time not to find out about community needs? Just about anybody can write useful survey questions, with a little bit of guidance. And there may already be an existing survey that you can borrow from, or simply repeat. In any case, others can help you. You can get professional advice from a local university, for example. And you can test out the survey on a sample group, to work out the kinks which are almost always present, even in surveys designed by experts. People are already surveyed to death. More often, the opposite is true. In fact, most people are rarely asked about what they think about community needs or projects. Usually, these projects seem to get going, or not get going, independent of collective opinion in the community. When was the last time a group asked your opinion about community needs, as part of a formal survey? And if they did ask, did you resent them for it? The real problems are not assessing enough and not acting on the basis of assessment results. Your concerns are valid. But we hope our answers make sense, too. Some good times to do a survey include: When your group is just starting out When there is doubt as to what the most important needs are When your group members disagree on this point among themselves When you need to convince outside funders or supporters that you are addressing the most important community problems Sometimes, these assessments are required. When the community asks you to do it When you want to be sure that you will have community support for whatever you choose to do. A needs assessment is not necessary before every action, and especially: When there is absolutely no doubt what the most important needs in the group or community are When it is urgent to act right now, without delay When a recent assessment has already been done, and it is clear that the needs have not changed When you feel the community would see an assessment as redundant or wasteful, and that it would be harmful to your cause How do these factors bear upon your own situation now? Do you think things would work better if you had some needs assessment data to guide you? There are other ways to learn about community needs. You can do interviews with community members, or conduct observations, or study community records. And certainly, you should always check about surveys that might have been conducted in the past, and use them as best you can. Needs assessment surveys are no exception. So if you choose to do a survey here are some internal steps you should take, and decisions you should make, before any information is collected at all: An assessment can be conducted by one person, acting alone, but generally speaking, a needs assessment survey will be more effective and more useful if it is designed and carried out by a group. This is especially true when no one has special experience in this field. In most needs assessment cases, many heads will usually be better than one. So start by assembling a small group of interested people to help you answer the questions below, make decisions, and carry out the job. What are our reasons for choosing to do this survey? Why are we getting involved in this? The answers may be immediately clear to you. They may also include many of the reasons previously listed. But perhaps your reasons are not entirely clear. Asking these questions gives you the chance to become clearer. What are our goals in doing this survey? What do we want to get out of it?

Chapter 6 : Methods of Survey Sampling - What sampling method should you use?

It is almost never the case that everyone selected for the sample actually responds to the survey. Some may have died or moved away, and others may decline to participate because they are too busy, are not interested in the survey topic, or do not participate in surveys on principle.

Tips on Survey Format Surveys: Instead, you should begin your survey building process by brainstorming the answers you want. So sit down, and think through what you want to learn from your survey. Write down each answer you want, with a blank in the spot of the thing you want to learnâ€"the flavor of soda to offer, the feature people are missing, or the correctness of a statement. Starting with a list of answers and turning them into survey questions will ensure you include all of the questions you need, and word them in a way that will get effective answers. It can quickly get confusing which type of question you should use for each answer you need. The type of question you use will affect the answers you get and the kinds of analysis you can do. You cannot take averages or test correlations with nominal-level data. Are you a vegetarian? Multiple choice is what you need. You can add as many answers as you want, and your respondents can pick only one answer to the question. Checkbox questions add that flexibility. Add as many answers as you want, and respondents can pick as many answers to the question as you want. Which types of meat do you like? You could collect ordinal data with Multiple Choice questions, or you could use drop-down or ranking questions. Analysis for ordinal questions is similar to analysis for nominal questions: You cannot find averages or test correlations with ordinal-level data. You could also use this question to gather demographic data like their country or state of residence. That way, they can give feedback on every answer you offer. Rank in order of preference. These questions allow you to conduct advanced analysis, like finding averages, testing correlations, and running regression models. Ranking Scale The default choice for interval questions, ranking scale questions look like a multiple choice question with the answers in a horizontal line instead of a list. On a scale of , how would you rate our store cleanliness? Use a matrix if your survey app includes it. You can list a number of questions in a list, and use the same scale for all of them. It simplifies gathering data about a lot of similar items at once. How much do you like the following: How many apps are installed on your phone? You know you want to pick a new flavor of soda to offer, so you immediately start typing: So, which flavor of soda would you like to see us offer, and what size of bottles would you like to buy it in? Use Simple, Direct Language Avoid using big words, complicated words, and words that could have multiple meanings. Your question should be short, simple, and clear. Be Specific Some concepts may mean different things to different people. Try to be as specific as possible when you ask questions. Break Down Big Ideas into Multiple Questions Another way to deal with broad concepts that mean different things to different people is by breaking them down into multiple, more tangible questions. I enjoy using this product. This product meets my needs. I would purchase from this company again. Break down big concepts into separate questions. The individual statements provide insight into different pieces of your business, and the average of the scores give you a general measure of satisfaction that you can track over time and try to improve. Together, the three questions give you a precise, actionable answer to the question of customer satisfaction. For another simple way to survey customer satisfaction, check out our guide to the Net Promoter Score. Bruner , a must have for any serious market researcher with questions for constructs like customer satisfaction, brand affinity, and more. Rather than try to come up with your own questions, you can use these questions that have already been determined to be statistically valid. To avoid leading questions, ask a friend or colleague to review your survey for any questions that seem like they have a right or wrong answer. The answer may even be in splitting the question into multiple questionsâ€"a great option for the example question. Ask One Thing per Question Each of your survey questions should ask one thing, and one thing only. What if somebody eats just fruits or just veggies? A better option is to split the question into two separate ones. Researchers use scales of or because they do a good job capturing variation in answers, without causing information overload for the respondent. It may seem like using a scale of would help you capture really detailed answers, but it actually causes respondents to answer 0, 50, or â€"their answers tend to migrate around extremes or the center. Using a scale of or will help

you get more accurate, nuanced answers from respondents. Then, instead of looking at each question individually, like most people do, you can add on another layer of analysis by looking at how questions relate to one another. Bias Survey response bias is a sad but important reality to consider when writing surveys. Asking for information like gender, race, or income at the beginning of a survey can influence how people respond to the rest of the survey. This is also called stereotype threat. Most survey writers prevent bias and stereotype threat by asking sensitive questionsâ€”including those about gender, race, and incomeâ€”at the end of surveys. Bias can happen on a smaller scale, too. If someone says they believe content marketing is very important, they may inflate the dollar amount they plan to spend in the next question. Randomizing question order is a simple way to prevent this type of bias. Bias can also happen when you interpret the survey. In some cases, you might not want to gather any demographic data at all to create a totally anonymous survey, something common in academic research. Framing The wording used in survey instructions about why a survey is being conducted can impact the way respondents answer questions. For example, framing a customer service follow-up survey as an evaluation of a team member may prompt respondents to be more positive than if you framed the survey as a tool to improve your processes. People have a tendency to want to help. If you tell them that the survey has a goal, they may answer questions in a way that helps you achieve that goal, instead of answering the questions totally honestly. To prevent this, try to be neutral when you describe the survey and give instructions. Neutral options are usually handled two ways: You could also rewrite the question to not require as precise of an answer. Tips on Survey Format Keep your survey as short as you can by limiting the number of questions you ask. Either way, your data gets compromised. If there are any unnecessary or extra questions, remove them from the survey. Here are a few more tips for formatting your survey to avoid survey fatigue and get meaningful results: Break the Survey into Multiple Pages If your survey does get long, consider breaking it into multiple pages. Respondents will be less overwhelmed when they look at it. Be careful, though, because having too many pages can also cause survey fatigue. Show a Progress Bar One of the easiest ways to keep people motivated as they move through your survey is to show a progress bar and give a time estimate. Enabling progress bars is pretty easy in most survey apps. Make sure your survey looks good on the devices your respondents will be using. Pre-testing will help identify unclear questions, badly-worded responses, and more before you send your survey out to your respondents, and will give you a chance to improve your survey and its chances of generating actionable feedback. To pre-test, send your completed survey to a few different people and ask them to tell you about any questions that seemed unclear or any problems they found. If you can, sit down with at least one or two people while they take the survey and listen to their reactions and feedback as they go. No survey is perfect, but investing time and thought into planning and writing will bring you much closer to getting the answers you need. Chapter 7 will show you the best features in over 20 popular survey tools , along with tips on how to integrate your survey builder into your workflow. Check out our guide to collecting customer feedback for more great ideas on getting ideas from your audience.

Chapter 7 : Conducting Surveys: The Good, the Bad, and the Ugly by @extremelyavg Spin Sucks

Bigger surveys may employ cluster sampling, which randomly assigns groups from a large population and then surveys everyone within the groups, a technique often used in national-scale studies. Non-random sampling.

Here, all I want to do is give you a number of questions you might ask that can help guide your decision. Population Issues The first set of considerations have to do with the population and its accessibility. Can the population be enumerated? For some populations, you have a complete listing of the units that will be sampled. For others, such a list is difficult or impossible to compile. For instance, there are complete listings of registered voters or person with active drivers licenses. But no one keeps a complete list of homeless people. If you are doing a study that requires input from homeless persons, you are very likely going to need to go and find the respondents personally. In such contexts, you can pretty much rule out the idea of mail surveys or telephone interviews. Is the population literate? Questionnaires require that your respondents can read. While this might seem initially like a reasonable assumption for many adult populations, we know from recent research that the instance of adult illiteracy is alarmingly high. And, even if your respondents can read to some degree, your questionnaire may contain difficult or technical vocabulary. Clearly, there are some populations that you would expect to be illiterate. Young children would not be good targets for questionnaires. Are there language issues? We live in a multilingual world. Virtually every society has members who speak other than the predominant language. Some countries like Canada are officially multilingual. And, our increasingly global economy requires us to do research that spans countries and language groups. Can you produce multiple versions of your questionnaire? For mail instruments, can you know in advance the language your respondent speaks, or do you send multiple translations of your instrument? Can you be confident that important connotations in your instrument are not culturally specific? Could some of the important nuances get lost in the process of translating your questions? Will the population cooperate? People who do research on immigration issues have a difficult methodological problem. They often need to speak with undocumented immigrants or people who may be able to identify others who are. Why would we expect those respondents to cooperate? Although the researcher may mean no harm, the respondents are at considerable risk legally if information they divulge should get into the hand of the authorities. The same can be said for any target group that is engaging in illegal or unpopular activities. What are the geographic restrictions? Is your population of interest dispersed over too broad a geographic range for you to study feasibly with a personal interview? It may be possible for you to send a mail instrument to a nationwide sample. You may be able to conduct phone interviews with them. But it will almost certainly be less feasible to do research that requires interviewers to visit directly with respondents if they are widely dispersed. Sampling Issues The sample is the actual group you will have to contact in some way. There are several important sampling issues you need to consider when doing survey research. What data is available? What information do you have about your sample? Do you know their current addresses? Their current phone numbers? Are your contact lists up to date? Can respondents be found? Can your respondents be located? Some people are very busy. Some travel a lot. Some work the night shift. Even if you have an accurate phone or address, you may not be able to locate or make contact with your sample. Who is the respondent? Who is the respondent in your study? A household is not a respondent. Do you want to interview a specific individual? Do you want to talk only to the "head of household" and how is that person defined? Are you willing to talk to any member of the household? Do you state that you will speak to the first adult member of the household who opens the door? What if that person is unwilling to be interviewed but someone else in the house is willing? How do you deal with multi-family households? Similar problems arise when you sample groups, agencies, or companies. Can you survey any member of the organization? Or, do you only want to speak to the Director of Human Resources? What if the person you would like to interview is unwilling or unable to participate? Do you use another member of the organization? Can all members of population be sampled? If you have an incomplete list of the population i. Lists of various groups are extremely hard to keep up to date. People move or change their names. Even though they are on your sampling frame listing, you may

not be able to get to them. Are response rates likely to be a problem? Even if you are able to solve all of the other population and sampling problems, you still have to deal with the issue of response rates. Some members of your sample will simply refuse to respond. Still others misplace the instrument or forget about the appointment for an interview. Low response rates are among the most difficult of problems in survey research. They can ruin an otherwise well-designed survey effort. Question Issues Sometimes the nature of what you want to ask respondents will determine the type of survey you select. What types of questions can be asked? Are you going to be asking personal questions? Are you going to need to get lots of detail in the responses? Can you anticipate the most frequent or important types of responses and develop reasonable closed-ended questions? How complex will the questions be? Sometimes you are dealing with a complex subject or topic. The questions you want to ask are going to have multiple parts. You may need to branch to sub-questions. Will screening questions be needed? A screening question may be needed to determine whether the respondent is qualified to answer your question of interest. Sometimes you have to screen on several variables e. The more complicated the screening, the less likely it is that you can rely on paper-and-pencil instruments without confusing the respondent. Can question sequence be controlled? Is your survey one where you can construct in advance a reasonable sequence of questions? Will lengthy questions be asked? If your subject matter is complicated, you may need to give the respondent some detailed background for a question. Can you reasonably expect your respondent to sit still long enough in a phone interview to ask your question? Will long response scales be used? If you are asking people about the different computer equipment they use, you may have to have a lengthy response list CD-ROM drive, floppy drive, mouse, touch pad, modem, network connection, external speakers, etc. Clearly, it may be difficult to ask about each of these in a short phone interview. Content Issues The content of your study can also pose challenges for the different survey types you might utilize. Can the respondents be expected to know about the issue? If the respondent does not keep up with the news e. Will respondent need to consult records? For instance, if you ask them how much money they spent on food in the past month, they may need to look up their personal check and credit card records.

Chapter 8 : How to Do a Survey

For household surveys, once we select your address, we send you an official letter from the Director of the U.S. Census calendrierdelascience.come most surveys are "addressed-based," and we do not know who lives there, most letters are addressed to "the resident of.".

Define the research question: This is critically important to the success of a survey research project. Without a clearly defined question, it is difficult to determine the best approach for conducting the survey. For example, based on the research question, are the needed data exploratory, descriptive, or causal? The answer to this basic question has huge implications for the entire research process, yet it is often not directly addressed. Specifying the population of interest: This simply refers to determining who you want your data to represent. If you want generalizable information about your customers then your population of interest is your existing customer base. If you want generalizable information about the U. Identify a sample frame: Identifying a sampling frame is the process of determining how you will reach the population of interest. If you are surveying your existing customer base then you could use frames such as mailing addresses, telephone numbers, email addresses, or other existing points of contact that you have with them. Choose a data collection mode: The choice of data collection mode is largely driven by the sampling frame that was selected. If the sampling frame is a database of customer email addresses then the mode of data collection will typically be an online self-administered survey. Design and pre-test questionnaires: Designing the questionnaire carefully and then pre-testing it before fielding it to your entire sample is crucial to getting data that are valid and reliable. For example, careful questionnaire design and pre-testing can help reduce the chance that respondents may interpret the meaning of questions differently. Future posts in this series will tackle these important steps in much greater detail. Select a representative sample: Selecting a representative sample from your sampling frame is also important for collecting valid and reliable data about the population of interest. For example, if you are sampling from a large database of customer email addresses and only wanted one response per household, you might want to cross-check each email address against mailing addresses and remove duplicates to avoid some households having a greater probability of selection. Then you would likely draw a random sample from the remaining list of email addresses. Recruit and measure the sample respondents: This simply refers to the process of sending the survey out for data collection. Here it is key to put substantial effort into getting responses from everyone in the sample, this will determine the response rate of the survey. Code and edit the unadjusted data and the conduct post hoc data adjustments: Coding and adjusting the data is often necessary, particularly if open-ended questions were asked or if certain branched variables need to be combined. This is also when the data are often weighted to match known population parameters.

Chapter 9 : OIEA Survey Guidelines

This list shows all household and business surveys conducted by the Census Bureau, in alphabetical order by name as it appears on the form. List of Household Surveys This list shows the household surveys conducted by the Census Bureau, in alphabetical order by name as it appears on the form.

Start for free 6 Steps To Conducting An Online Survey The anonymity that the Internet provides makes it the ideal environment for asking your customers what they really think about your business, product, or service. Setting up the best online survey is easy when you use these six steps to guide you in the process. Decide on your research goals Before you can start your research, you will need to form a clear picture in your mind of the expected outcome. Do you need feedback on a product or your service? Is the information you are looking for of a general nature or very specific? Do you have a particular audience in mind, or will you be sending out online surveys to the general public? The answers to these questions will help you to decide how to target your survey. Create a list of questions There are many different types of questions that can be used on a survey, like open questions, closed questions, matrix table questions, and single- or multi-response questions. Most people who take part in surveys prefer short multiple-choice questions. When writing the questions, keep the language very simple and avoid ambiguity or double negations. Based on their answers subsequent questions can be skipped using logic and piping, improving response rates. Invite the participants There are many ways to invite people to take part in your online survey. Who you want to take part in your survey will help you to decide on the best contact method. You can send an email to your subscriber list, post your survey on Facebook, send surveys by sms or design a banner that can be displayed on other websites if you wish to cast a wider net. If your research goals require targeting a specific audience you can buy responses from a dedicated consumer panel. Gather your responses It is important to monitor your response rate, as your final sample size will depend on how many participants complete your survey. In many cases you can increase the response rate by offering an incentive to the participant, for example, you can offer a gift, the chance of winning something in a lottery, a donation to charity, or a points accumulation system where participant can save up points that can be exchanged for gifts. Another way of increasing the response rate of your survey is by promising to share the results with your participants. Analyse the results Visualise your data by presenting the results in charts and graphs, as this will help you quickly reference your results in reports. You can also make use of text analysis and word clouds on open ended questions to pick out common response trends. You can also print out the data in the form of a spreadsheet, which can then be exported for further analysis. With online surveys the gathered data is stored automatically, so you can start analyzing the results straight away. In most cases, you can already see preliminary results when the survey is still open. Write a report The final step in conducting online surveys is to write a report explaining your findings and whether they have met your research goals. A successful survey will provide reliable answers to the questions you had about your business, product or service. Allowing you to take data-driven actions based on hard evidence. Used correctly online surveys can effectively measure customer satisfaction, get feedback on products or services, and reveal key influences in your area of research. The process for conducting an online survey is easy and inexpensive. SmartSurvey can provide you with all the tools needed to help you in designing your survey. The results, on the other hand, are priceless because they will help you make important decisions about your business.