

Surveys

Problem

How to obtain knowledge from people?

Difficulty

Easy to use

- A **survey** uses questions to collect data from people.
- Survey results are statistically analyzed to draw conclusions. Many responses are required for accurate results.
- Questionnaires, a survey type, are inexpensive and quick to create, and easy to analyze.

Survey question attributes

- Are clear and short
- Are not biased or leading
- Ask about just one thing
- Do not contain abbreviations, jargon, or slang.
- Is a positive statement
- Uses images and videos, as needed, for clarification

Need understanding about a specific topic

Survey Process

Statistically obtained knowledge

1. Plan the survey

- Define the survey purpose
- Identify the (unbiased) survey audience
- Specify survey modality: face to face? online? paper and pencil? telephone? ...

2. Design the survey

- Keep it short and include instructions
- Select question types: multiple choice, ranking, rating, Likert scale, ...
- Create the questions (see attributes at left)
- Pre-test the survey and revise as needed

3. Collect data using the survey

- Ensure there are enough responses for useful results

4. Analyze the survey data

- Use a SW package to analyze the data

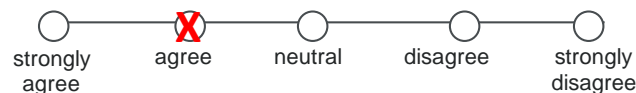
Surveys – Example – Assessing 6in6 usefulness

Do you like the 6in6 presentations?

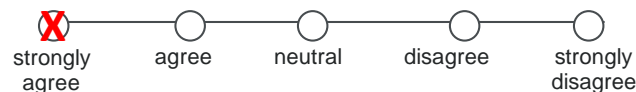


(Rating scale question)

1. The 6in6 website has a user friendly interface

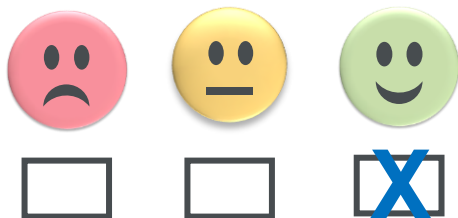


2. The 6in6 website is easy to navigate



(Likert scale questions)

Have the 6in6 presentations improved your understanding of multiple topics?



Is a video presentation needed for each topic?



(Dichotomous question)

How likely are you to recommend the 6in6 site to a friend?



How many different 6in6 presentations have you used in your work?



The 3 things you find most important about 6in6 presentations

- | | |
|---|---|
| <input checked="" type="radio"/> Clarity of presentation | <input type="radio"/> Ease of contacting author |
| <input type="radio"/> Useful for teamwork | <input type="radio"/> Large collection of tools |
| <input type="radio"/> Explanatory examples | <input type="radio"/> Website responsiveness |
| <input checked="" type="radio"/> Ease in finding appropriate tool | <input checked="" type="radio"/> Cost (free!) |

(Multiple choice question)

6in6 site comments

I love the presentation format. Please create more 6in6 presentations.

Name – Arial 28 pt – Notes

Slide 1

1. Surveys are a popular method to obtain information from people.
2. Good survey questions ensure
 - A. Every survey participant will interpret the question the same way
 - B. People with different opinions will give different answers.
3. A good introduction indicates the
 - A. purpose of the survey
 - B. time to complete the survey
4. A good survey has
 1. “demographic” questions for profiling
 2. “screening” questions to ensure respondents are part of the target audience

Slide 2

1. This slide has examples of many different types of survey questions.
2. Note that, for a specific survey
 - A. Some questions types are more appropriate than other types
 - B. A minimal number of different question types is usually best
3. When possible, it is often a good idea to have an "open" answer category; see lower right.