

What the Survey Data Will Support

- That students experience the problem?
- That students think this it is an important problem?
- That students would use your service or app?

What Do You Want to Know?

- Take a few minutes individually to figure out exactly what you want to know, who you want to survey, and how exactly you can get your survey to them?

Types of Surveys

- Open-ended
- Likert scales
- Yes/No
- Multiple Choice
- Mixed Methods

Mode

- Print survey
 - Explain what the survey is for as you ask as you ask them to take it*
- Online survey
 - Include explanation of what this is for*

* It is important to make sure participants know what the purpose of the survey is for. If they are uninformed, this impacts the credibility of your results.

Tips for Surveys

- Keep them short
- Keep them clear
- Avoid terms that might be confusing
- Don't ask ambiguous questions

Avoid These Types of Questions

- Double-barreled Questions
 - What was the last time you upgraded your computer and printer?
- Leading/Loaded Questions
 - Now that you've seen how you can save time, would you buy our product?
 - Do you approve of the Presidents oppressive immigration policy?

Avoid These Types of Questions

- Overly Complex Language or Sentence Structure
 - If you knew someone in a foreign country and did not speak the language but knew someone who did would you:
 - A let the person that spoke the language speak for you
 - B Try to learn the language on your own?
 - C. Not try to learn the language or let the person that you knew that spoke the language speak for you?

Avoid These Types of Questions

- Exhaustive Response Options
 - What is your age?
 - 10-20
 - 21-30
 - 31-40
- Non-Mutually Exclusive Response Options
 - What is your current age?
 - 10 or less
 - 10-20
 - 20-30
 - 30-40

Avoid These Types of Questions

- Asking for What Respondents Don't Know
 - Are all your teachers liberal?

Your Survey Assignment

- A brief (3-5 sentence) paragraph explaining the purpose of the survey.
- 6-10 questions
 - I encourage mixed methods to get a wide variety of data
- Print or online
- 50-75 responses
 - You can survey your 312 classmates (if surveying students)
- Peer review on Monday (consider this testing your survey)