Survey Fundamentals

GOOD DATA
starts with
GOOD QUESTIONS

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ATE Principal Investigators Conference | 2018

www.evalu-ate.org
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**INTRODUCTIONS**

**Introduce**

yourself to your tablemates

**Find**

5 things you have in common
SURVEY PROCESS

1. Clarify Survey Purpose
2. Create Survey
3. Test Survey
4. Disseminate Survey
5. Clean Data
6. Analyze Data
7. Communicate Findings
8. Clarify Survey Purpose

Preconference Workshop ATE PI Conference 2018

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There is no such thing as a ________ question.
There are no right answers to wrong questions.

—Ursula K. LeGuin
1. Complete survey as if you just finished this workshop.

2. Mark any problems you see with the questions and make notes.

3. Share results at your tables.

We hope that you found this workshop to be worthwhile and educational and that you will be able to apply what you learned in order to enhance your evaluation work and the projects you evaluate. The purpose of this survey is to obtain your feedback on the quality of this workshop.
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Thank you for your participation in this session. The purpose of this survey is to obtain your feedback on the quality of this workshop.
For Questions 1-9 below, indicate the extent to which you agree or disagree with each statement, using the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, 5 = Strongly Agree, 6 = Not sure/Don’t know
Question 1. The room in which this workshop was conducted was comfortable.

Question 2. The instructional design was appropriate in relation to the workshop objectives and knowledge level of participants.
Question 3. This workshop met my expectations.

Question 4. The instructor was engaging and knowledgeable.
Question 5. It will not be difficult for me to apply what I learned.

Question 6. I am very interested in learning more on this topic.
Question 7. I definitely will use what I learned in this workshop.

Question 8. I would strongly recommend this workshop to my peers.
Question 9. I would support bringing this workshop to my campus.

The room in which this workshop was conducted was comfortable.
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I am very interested in learning more on this topic.

I definitely will use what I learned in this workshop.

I would strongly recommend this workshop to my peers.

I would support bringing this workshop to my campus.
How satisfied are you with this workshop?

- Not at all Satisfied
- Somewhat Satisfied
- Mostly Satisfied
- Completely Satisfied

4-point scale
Fully anchored
Unipolar
No mid-point

How satisfied are you with this workshop?

- Very Dissatisfied
- Moderately Dissatisfied
- Slightly Dissatisfied
- Neutral
- Slightly Satisfied
- Moderately Satisfied
- Very Satisfied

7-point scale
Fully anchored
Bipolar
With midpoint
How satisfied are you with this workshop?

- 1 – Very Dissatisfied
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Very Satisfied

**10-point scale**
Partially anchored
Bipolar
No midpoint

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</table>

**ACTION**
Will you __________________?  

[behavior of interest]

- Definitely not
- Probably not
- Possibly
- Probably
- Very Probably
- Definitely

Back to our survey...

Workshop Feedback Survey

We hope that you found the workshop to be worthwhile and educational and that you will be able to apply what you learned to further enhance your evaluation work and the improvement process. Participation in this survey is optional. Your feedback will help us to see how well the workshop met your needs.

Question 1: To what extent did you appreciate the following aspects?  
- The introduction 
- The workshop activities 
- The workshop objectives 
- The facilitator's leadership 
- The workshop design 
- The workshop content 
- The workshop length 
- The meeting place 
- The total experience

Question 2: Did you feel comfortable to participate in the workshop?  
- Yes  
- No  
- Somewhat

Question 3: Would you recommend this workshop to others?  
- Definitely  
- Very probably  
- Probably  
- Possibly  
- Probably not  
- Definitely not

Question 4: What is your overall opinion of the overall quality of the workshop?  
- Above expectations  
- Meets expectations  
- Slightly below expectations  
- Below expectations

Question 5: Would you like to see this workshop held again?  
- Yes  
- No  
- Maybe

Question 6: How many hours did you complete the workshop?  
- More than 30  
- 15-30 hours  
- 5-15 hours  
- 1-5 hours  
- Less than 1 hour

Question 7: What was your age?  
- 18-24  
- 25-34  
- 35-44  
- 45-54  
- 55-64  
- 65 or older

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Question 10. What is your opinion of the overall quality of this workshop?

- Met my expectations
- Good
- Very good
- Exceeded my expectations

- Met my expectations — Fair
- Good
- Very good
- Exceeded my expectations — Excellent
Question 10. What is your opinion of the overall quality of this workshop?
☑ Poor
☑ Met my expectations  Fair
☑ Good
☑ Very good
☑ Exceeded my expectations  Excellent

What were the most helpful topics addressed in this workshop? Which aspects of the workshop were especially good?
What were the most **helpful** topics addressed in this workshop? Which aspects of the workshop were **especially good**?

Which aspects of the workshop were **especially good**?

Which aspects of the workshop **need improvement**?

**or**

What were the workshop’s **strengths**?

What were the workshop’s **weaknesses**?
Question 12. In what disciplinary area do you conduct evaluations?

- Advanced Manufacturing
- Agricultural and Environmental Technologies
- Bio and Chemical Technologies
- Engineering Technologies
- Information and Securities Technologies
- Micro and Nanotechnologies
- Not Applicable
- Other
Question 13. What is your age?
- Under 20
- 20-25
- 25-30
- 30-35
- Over 30

Question 13. What is your age?
- Under 20-30
- 20-25
- 25-30
- 30-35
- Over 30
- 60 or older
Question 13. What is your age?
- Under 20
- 20-25
- 25-30
- 30-35
- 30-39
- 40-49
- 50-59
- Over 30 60 or older

Question 14. How many surveys have you (a) completed and (b) developed?
Question 14. How many surveys have you (a) completed and (b) developed?

How much experience do you have with survey development?
- ?
- ?
- ?
- ?
- ?

BASIC PRINCIPLES OF GOOD SURVEY QUESTIONS

Good survey questions are essential to collect high-quality data. The basic principles below are key to creating effective survey questions:

1. Language is simple and direct; questions are free from jargon, acronyms, and ambiguous terms.
2. Each question asks about only one thing at a time.
3. No more than one relevant term is used in a question, including its response options.
4. Response options are exhaustive; all reasonable answers to a question are included, with an other option if needed.
5. Response options are mutually exclusive; i.e., possible answers do not overlap.
6. Response options match question stems; all possible answers make sense with questions.
7. Terms used in a response scale are consistent and balanced; they either represent a continuum of the same concept (lumping) or of opposite concepts (bipolar).
8. Don’t know and not applicable are included only when they are reasonable responses.
9. Questions can be readily answered by respondents.
10. Where appropriate, try to use or provide example or defining information to limit from questions, instructions, and communications.
11. All questions are appropriate for all respondents; branching used is when one or more questions are pertinent to only certain types of respondents.
12. All questions support the survey’s purpose, which is aligned with a larger research or evaluation question.
### ORDINARY SCALE EXAMPLES

Ordinary scale - Measurement scales for data that have a logical order but no standard intervals between categories, and frequently used in surveys to measure the extent or frequency of a characteristic. Here are some examples of scales and their descriptions:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>Complete agreement, slightly agree, disagree, strongly disagree</td>
</tr>
<tr>
<td>Frequency</td>
<td>Never, rarely, occasionally, frequently, very frequently</td>
</tr>
<tr>
<td>Importance</td>
<td>Not important, moderately important, very important</td>
</tr>
</tbody>
</table>

### ASKING ABOUT DEMOGRAPHICS

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ASKING ABOUT DEMOGRAPHICS

How old are you? [ ]

In what year were you born? [ ]

What is your age range?
- 18 – 25
- 26 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 or older
Which categories describe you?

*Select all that apply to you.*

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic, Latino/Latina, or Spanish Origin
- Middle Eastern or North Africa
- Native Hawaiian or Other Pacific Islander
- White
- Some other race, please specify: _______
- I prefer not to answer

---

American Community Survey, 2018
ASKING ABOUT RACE & ETHNICITY

5. Is Person 1 of Hispanic, Latino, or Spanish origin?
- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. 

American Community Survey, 2018

6. What is Person 1’s race? Mark (X) one or more boxes.
- White
- Black or African Am.
- American Indian or Alaska Native — Print name of enrolled or principal tribe.
- Asian Indian
- Chinese
- Filipino
- Other Asian – Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander – Print race, for example, Fijian, Tongan, and so on.
- Some other race – Print race.
ASKING ABOUT RACE & ETHNICITY

Evaluate ATE Survey 2018

1.9. What is your ethnic identity?

- Hispanic or Latino/Latina
- Non-Hispanic, non-Latino/Latina

1.9.1. What is your racial identity?

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- Multiracial
- White
- Other __________

ATE Annual Survey, 2018

ASKING ABOUT GENDER & SEX

What is your gender identity?

- Female
- Male
- Prefer to describe: _______
- Prefer not to answer
SUMMARY

DEMOGRAPHICS

- Only ask what you need
- Be inclusive
- Be sensitive to respondent
- Consider utility and analysis
- Place demographics at the end

YOUR TURN:

WRITING QUESTIONS

Directions
Write 3 – 5 survey questions using the guidelines we discussed.
Ways to pretest your survey:

- Checklists & assessment tools
- Expert review
- Think-aloud
- Focus group
- Pilot testing
YOUR TURN: PRETEST YOUR QUESTIONS

Directions
Switch with a neighbor and conduct a think-aloud. Discuss how questions can be improved.

OTHER RESOURCES

Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method by Dillman, Smyth, and Christian (2014)
Designing Quality Survey Questions
by Robinson & Leonard (2018)

More online resources at:
bit.ly/ATEPI