

## Survey Design 101

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## Outline

- Part 1: Developing Objectives for Surveys
- Part 2: Writing Survey Items
  - Types of Questions
  - Do's and Don'ts
  - FAQ's
- Part 3: Sampling
- Part 4: Analysis

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### Developing Objectives for a Survey

- Primary Question: What do you want to know?
- Does this information already exist somewhere else?
- Is someone else asking a similar question on another survey?

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### Developing Objectives for a Survey

- Primary Question: What do you want to know?
- What is the best way to find out the answer to your question?
  - Observations
  - Focus Group
  - Interviews / Conversations
  - Survey

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### Developing Objectives for a Survey

- Primary Question: What do you want to know?
- Ways to answer:
  - I want to find out \_\_\_\_\_.
  - I want to better understand \_\_\_\_\_.
  - Is there a way to improve our process doing \_\_\_\_\_?

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### Developing Objectives for a Survey

- Primary Question: What do you want to know?
- Think of a potential survey, write down 1 to 3 objectives or things you would hope to find out from the survey
- Discuss with a partner

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### Writing Survey Items

- When writing new survey items, Google can be your best friend!




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## Writing Survey Items Types of Question's

### Free Response

- Example: What was your favorite part about orientation?
- Pro's
  - Rich Data
  - Unintended answers
  - Flexibility to respondents
- Con's
  - Rich Data
  - Takes longer to fill out
  - More likely to be skipped

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## Writing Survey Items Types of Question's

### Provided Response

- Example: Please select which parts of orientation were your favorite.

- |   |   |  |
|---|---|--|
| <input type="radio"/> Meeting new people      | <input type="radio"/> The food            | <input type="radio"/> Seeing my dorm   |
| <input type="radio"/> Registering for classes | <input type="radio"/> UH Pride            | <input type="radio"/> Visiting Houston |
| <input type="radio"/> Seeing the campus       | <input type="radio"/> Learning UH history |  |

- Pro's
  - More reliable responses
  - Easier to analyze and interpret
  - Can incorporate "other" if need be
- Con's
  - Less rich data
  - Easier to mess up

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## Writing Survey Items Types of Question's

### Provided Response

- Types of Rating Scales
  - Agreement (Strongly disagree -> Strongly agree)
  - Interest (Not at all interested -> Very interested)
  - Frequency (Never -> Multiple times a day)
  - Similarity (Not at all like me -> Exactly like me)

	Not at all like me	Somewhat like me	Mostly like me	Exactly like me
I am a survey writing pro after Julie's session				
I am a strong believer that Julie is fabulous presenter				

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## Writing Survey Items Types of Question's

- Demographic Information
  - Do you need it? If so, how much?
  - "Prefer not to respond" for sensitive questions
  - Beginning or End of Survey?
    - Beginning of Survey
      - Pro's: Even with drop-out, you'll still have demographic information
      - Con's: May make respondents feel less comfortable with sensitive questions
    - End of Survey
      - Pro's: Respondents believe they maintain anonymity through survey itself
      - Con's: Won't get demographic info with drop-out

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## Writing Survey Items Do's and Don'ts

What's wrong with this question?

What is your favorite part about the UH COE GSO?

Your answer \_\_\_\_\_

DO avoid acronyms and jargon, or provide definitions if necessary

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### Writing Survey Items Do's and Don'ts

What's wrong with this question?

What is your favorite part of being a UH Cougar and Attending Orientation?

- New Friendships
- Learning New Things
- Pride in Athletics
- Fun Ways to Get Involved

DO Avoid double-barreled questions  
DO Make sure each question only asks one thing

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### Writing Survey Items Do's and Don'ts

What's wrong with this question?

How many hours a week do you typically study?

- I do not study
- 0-5 hours
- 5-10 hours
- 10+ hours

DON'T have responses that overlap  
DO have responses be mutually exclusive  
DO have appropriate ranges

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### Writing Survey Items Do's and Don'ts

What's wrong with this question?

What is your favorite Fast Food option that you've eaten at in the UH Student Center?

- Chick-Fil-A
- McDonalds
- Panda Express
- Freshii

DO ensure that if it's possible the question does not apply, there is a "Does Not Apply" option

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### Writing Survey Items Do's and Don'ts

What's wrong with this question?

On a scale of 1 to 5, how excited are you for Homecoming?

- 1
- 2
- 3
- 4
- 5

DO provide verbal anchors for all of your potential responses

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### Writing Survey Items Do's and Don'ts

DON'T ask questions you already know the answer to

DON'T ask leading questions

ex. I am a strong believer that Julie is fabulous presenter

DO ask for help if you have questions

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### Writing Survey Items – FAQ's

Should I have a "Neutral" Middle Option?

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>○ Strongly Disagree</li> <li>○ Somewhat Disagree</li> <li>○ <b>Neutral</b></li> <li>○ Somewhat Agree</li> <li>○ Strongly Agree</li> </ul> | <ul style="list-style-type: none"> <li>○ Strongly Disagree</li> <li>○ Somewhat Disagree</li> <li>○ Somewhat Agree</li> <li>○ Strongly Agree</li> </ul> |
|--|--|

- Respondents may pick the neutral option because they have no knowledge of the question, no opinion, don't care, or it may not apply
- There's no right or wrong answer to this question

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### Writing Survey Items – FAQ's

How long does it take to develop a survey?

- Things to consider:
  - Consulting with stakeholders
  - Preview and testing
  - Assessment group you're working with (Campus Labs, Qualtrics, Office of Assessment / Institutional Effectiveness)
- Example 1: Campus Labs takes 4 days to go from sample questions to survey built, longer if you want them to review
- Example 2: Senior Exit Survey takes about 9 months to develop

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### Writing Survey Items – FAQ's

Should I do an online or paper survey?

- Paper
  - Pro's: Typically higher response rates, does not require access to electronic device, easy to administer, familiarity with format
  - Con's: All data has to be entered manually, poor handwriting, may feel less anonymous, conserving paper, higher respondent error
- Online
  - Pro's: Easier to analyze, don't have to worry about re-collection, easier to store data, faster turn around for responses
  - Con's: Potentially lower response rates, higher drop-out, need access to electronic device

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### Writing Survey Items – FAQ's

What's the best software to use?

- The best software is what's available to you that you can effectively use
  - Campus Labs / Collegiate Link / Baseline and Qualtrics
  - Google Forms, Survey Monkey, and Doodle
  - Microsoft Word / Excel

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### Writing Survey Items

Practice:

Write 2-3 survey items and discuss with a partner

- Are these free response or provided responses?
- What scales are you using?
- Have you defined any acronyms or jargon?
- Have you avoided double barreled questions, overlapping options, non-anchored options?
- Is there a "Does Not Apply" if need be?

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### Sampling

- Population - Everyone your survey results will apply to
  - Ex. Undergraduates, first years, transfers, College of Education students
- Sample - Portion of the population that you are attempting to survey
- Why do we sample?

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### Sampling

- Types of Sampling if you DO know the information for your entire population:
  - Simple Random Sample - Randomly selecting from a known population. Each member of the population has an equal chance of being chosen

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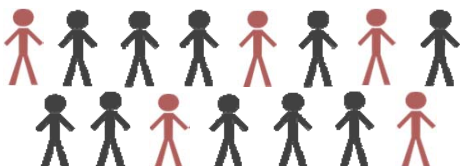
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- Types of Sampling if you DO know the information for your entire population:
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### Sampling

- Types of Sampling if you DO know the information for your entire population:
  - Stratified Random Sample - Selecting a sample based on strata / levels that represent your population
    - If there are 150 incoming College of Education students, and 100 of them are Sociology majors (66%) and 50 of them are Psychology majors (33%), then your sample should be 2/3 sociology majors and 1/3 psychology majors

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### Sampling

- Types of Sampling if you DO know the information for your entire population:
  - Stratified Random Sample - Selecting a sample based on strata / levels that represent your population
    - 1/3 Psychology and 2/3 Sociology




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### Sampling

- Types of Sampling if you DON'T know the information for your entire population:
  - Convenience Sampling - Selecting people who are convenient to sample. Common examples include:
    - Student employees in the office (But these are great for preview and testing!)
    - People who "like" your Facebook page
    - The first "x" number of people who attend an event
    - Participants who stop by your table at a 'fair'
  - Snowball Sampling - Using your participants to recruit other participants

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### Sampling

- Your distribution method should factor into your chosen sampling method
- Simple Random Sampling and Stratified Random Sampling - Typically distributed online
- Convenience and Snowball Sampling - Typically done in person

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### Sampling

Practice:

- For your survey, write down the population, the sampling method you would use, and the distribution method you would use.
- Talk to partner and why you selected those.

Reminder - Types of Sampling include

1. Simple random sample
2. Stratified random sample
3. Systematic sample
4. Convenience sample
5. Snowball sample

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### Analysis

Analyzing your data depends on the following factors:

- What method did you use to distribute your survey?
- How clear were your questions?
- Do you have a company or software that will analyze the data for you?
- How many free response questions did you have?

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### Analysis

Method used to distribute survey:

- If paper
  - Who is typing in all of the responses?
  - What type of software are they typing responses into?
  - What "check" is there to avoid human error?
- If online
  - Do your questions and answers make sense?

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### Analysis

How clear were your questions?

Please choose a day of the week you are able to attend a social event: \*

Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday

Of the day(s) selected above, please indicate a time frame you are able to attend a social event: \*

11am-1pm  
 1-3pm  
 3-5pm  
 6-7pm  
 7-9pm

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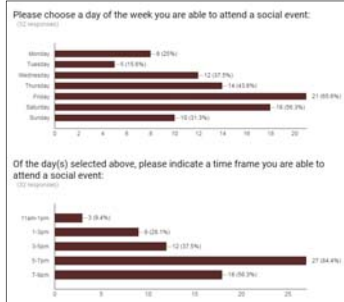
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## Analysis

How clear were your questions?




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## Analysis

How clear were your questions?

Solution to this problem is

- Ensuring that you have a clear objective for the survey
- Avoid all the major “don’ts” of survey writing
- Preview / test your survey before you send it out
- Make sure the results of the preview / test make sense

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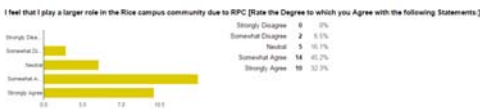
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## Analysis

Company or software that will analyze the data for you

- Google Forms:



- Qualtrics

2. What is the primary way in which you found out about Passport to Houston Race Night?

Response	Frequency	%
Passport to Houston Facebook event	33	20%
RPC Campus Wide Letters	35	19%
Email through College Letters	26	21%
Email through GSA Announcements	27	17%
College Facebook Post	13	7%
GSA Facebook Post	1	1%
Word of Mouth	8	4%
Other	3	2%
Total	180	100%

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## Analysis

Analyzing Free Response Questions

- Reading over all selected responses and looking for trends.

Example: What are the top two things you like about the Student Center?

- Flexibility of the Grand Hall and the coffeehouse
- The convenience of getting tickets at the information desk. I'm also glad that it's right at a shuttlebus stop!
- It's easy to get to
- Coffeehouse, and the general fact that the Student Center is a kind of "hub of activity" on campus.
- I like that it provides necessary resources and that it is a common place where strangers can plan to meet

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## Analysis

Example: What are the top two things you like about the Student Center?

What are the top two things you like about the Student Center?

Responses	Number of Responses	Number of Responses
Coffeehouse	66	34.38%
Good Locations and Hours	19	9.89%
Summy's / Ambassador Cafe / Food Options	18	9.38%
Grand Hall / Farnsworth Pavilion / Meeting Rooms	14	7.29%
Atmosphere / Hub of Activity	11	5.73%
Exchange U	10	5.21%
Outdoor Spaces	10	5.21%
Willy's Pub	7	3.65%
Bookstore	7	3.65%
Student Center Administration	5	2.60%
Resources Available	5	2.60%
GSA Lounge	3	1.56%
Bathrooms	3	1.56%
Grand Hall Lobby Tabling	3	1.56%
Cleanliness of the Building	2	1.04%

Responses that got 1 mention: appearance of the building, KTRU, the Piano, the Women's Resource Center, the Student Organization Space, the ATM, the Copy Center, the Chapel, and the Info Desk.

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## Analysis

Practice

Write how you plan to analyze / interpret the results of the 2/3 questions you wrote in Part 2

Share with your partner

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