

# TLTC Summer Series 2012: Electronic Survey Research

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# Agenda

- \* Breakfast/Introductions
- \* Tips for creating and implementing online surveys
- \* Sample survey creation
- \* Data analysis tools in Survey Monkey
- \* Lunch/Create your own survey
- \* Data analysis in SPSS
- \* Q&A

# Introduce Yourself!

- \* Name
- \* Department
- \* Ever used an electronic survey tool before?
- \* What are you hoping to learn today?

# Pros/Cons of Online Survey Tools

- Pros:

- More cost effective (no postage)
- Distribute to many
- Distribute quickly
- Data in electronic format
- Data returned instantly
- Anonymity

- Cons:

- Clicking without reading
- Internet access required
- Basic technical skill required

# Survey Monkey

- \* [Surveymonkey.com](https://www.surveymonkey.com)
- \* Free vs. paid versions
- \* Free – Limit of 10 questions/100 responses per survey
- \* Design templates
- \* Download data instantly

# Other Survey Tools

- Asset (<http://asset.tltc.shu.edu>)
  - Hosted by SHU
  - Free
  - Unlimited questions/responses
  - Limitations on look and feel
- Survey Gizmo ([surveygizmo.com](http://surveygizmo.com))
  - 4 account types
  - Free: 250 responses/month limit
- Zoomerang ([zoomerang.com](http://zoomerang.com))

# Steps in a Survey Project

1. Establish the goals of the project
2. Determine your sample
3. Choose your method of surveying
4. Create your survey
5. Pre-test your survey, if practical or possible
6. Conduct the survey
7. Analyze the data

# Step 1: Establish the Goals of the Survey

- \* Be as specific as possible!
- \* Pare things down into major concepts
- \* Use concept map
- \* Lots of factors = more complexity in analysis
- \* Limit to 4 major factors and demographics



# Step 2: Determine Your Sample

- \* Target population
- \* Number of respondents
- \* 10 per item asked, excluding demographics
- \* Response rate ~ 30%
- \* Avoid biased sample

# Step 3: Choose your Method of Surveying

1. Personal interviews
2. Telephone surveys
3. Mail surveys
4. Computer direct interviews
5. Email surveys
6. Web surveys

# Factors to Consider

- \* Speed
- \* Cost
- \* Internet usage
- \* Literacy levels
- \* Sensitive questions
- \* Video, sound, graphics

# Step 4: Creating the Survey

- KISS
- Introduction or Welcome
- Allow “Don’t Know” or “Not Applicable”
- Don’t require answers
- Include “other” or “none”

# Question Types

## Basic types:

1. Dichotomous
2. Nominal
3. Ordinal
4. Interval
  - a) Likert (1 to 5)
  - b) Semantic differential
  - c) Cumulative
5. Filter or contingency
6. Open Ended

# Question Content

- \* Is the question necessary/useful?
- \* Are several questions needed?
  - \* Using “and”
  - \* Cover all the possibilities
  - \* Give enough context
  - \* Determine intensity

# More Question Content

- \* Do respondents have necessary information?
- \* Does question need to be specific?
- \* Is question sufficiently general?
- \* Is question biased or loaded?
- \* Will respondents answer truthfully?

# Question Wording

- \* Can question be misunderstood?
  - \* Example: What kind of headache remedy do you use?
- \* What assumptions does the question make?
  - \* Point-of-view
  - \* Knowledge base
- \* Is the time frame specific?
  - \* Will, could, might, may



# More Question Wording

- \* How personal is the wording?
  - \* Are working conditions satisfactory or not satisfactory?
  - \* Do you feel that working conditions are satisfactory or not satisfactory?
  - \* Are you personally satisfied with working conditions where you work?
- \* Is wording too direct?
- \* Is wording loaded or slanted?

# Question and Answer Choice Order

Two main issues to consider:

- \* How order encourages people to complete survey
- \* How order of questions or choices affects results

# Summary Points:

- \* Thank respondent at beginning and end
- \* Keep survey as short as possible
- \* Be sensitive to respondents
- \* Be alert for questions that may make respondents unwilling to continue
- \* Think about layout

# Take a Sample Survey

<https://www.surveymonkey.com/s/surveyday2012>

# Sample Survey Construction



Exit this survey

## Summer Series 2012: Electronic Research Day

Thank you for registering for Electronic Survey Day on Wednesday, June 6, 2012 as part of the 2012 Summer Series offerings. To better understand the learning goals of participants, please complete the following survey. We look forward to seeing you on June 6! If you have any questions about the day, please contact Shayle Adrian at [shayle.adrian@shu.edu](mailto:shayle.adrian@shu.edu).

**\* Please select your status at SHU:**

**Please select your age group:**

**What college/department are you affiliated with?**

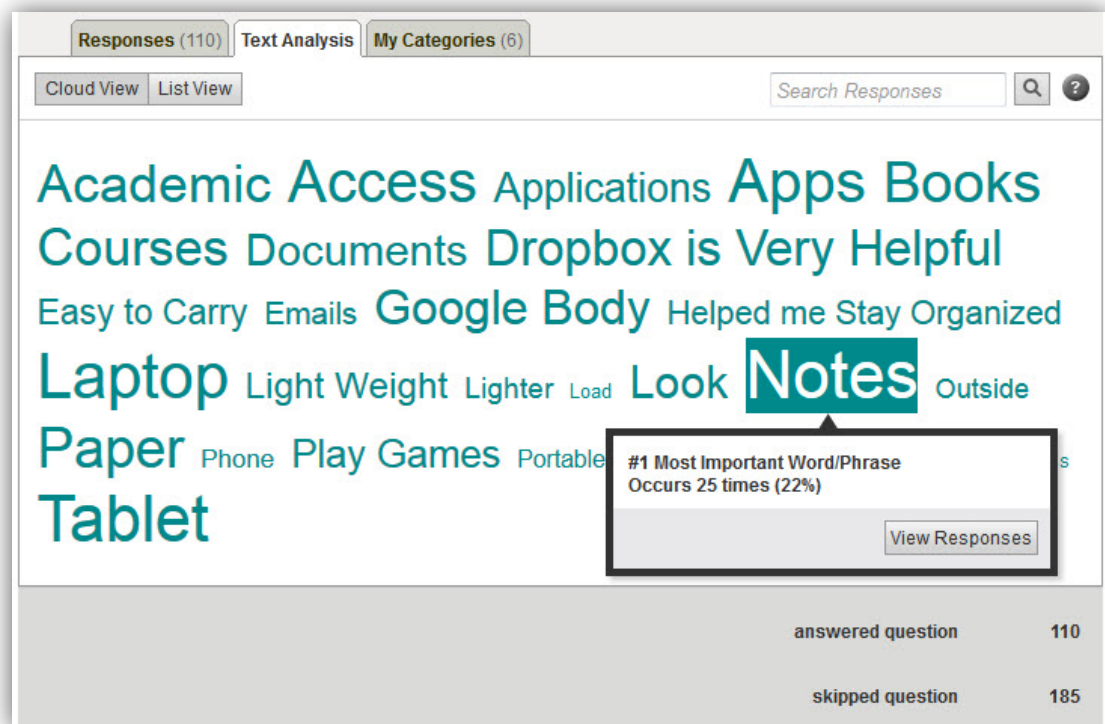
**\* Have you ever used an electronic survey tool (e.g. Asset, Survey Monkey, Survey Gizmo, Blackboard Surveys) before?**

- Yes  
 No

Next

# Data Analysis Tools in Survey Monkey

- \* Charts
- \* Text analysis
  - \* Cloud view
  - \* List view
  - \* Categories
- \* Filter
- \* Crosstab
- \* Download
- \* Sharing



# Create Your Survey!

- \* Open a document with questions that you brought with you

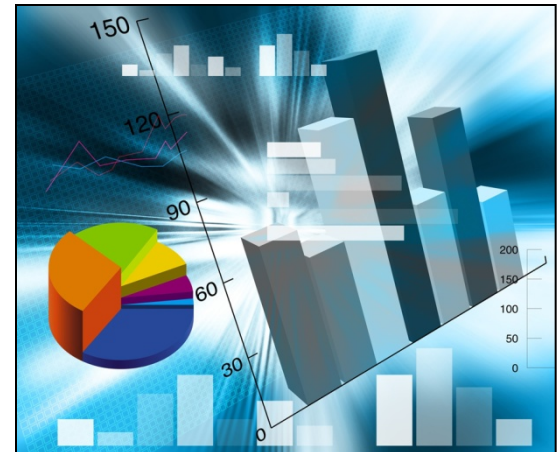
Or.....

- \* Go to the “Electronic Survey Research 2012” folder on the desktop and open the “Sample\_Survey\_Questions” Word file
- \* Login at the following URL:  
<http://surveymonkey.com>
- \* Create a free account
- \* Let the fun begin!



# Data Analysis in SPSS

- \* Data screening
- \* Descriptive and graphs
- \* Reliability and factor analysis
- \* Analysis:
  - \* Relationships between variables
  - \* Comparing groups





# Data analysis process

## Data collection and preparation

Collect data

Prepare codebook

Set up structure of data

Enter data

Screen data for errors

## Exploration of data

Descriptive Statistics

Graphs

## Analysis

Explore relationship between variables

Compare groups

# Thanks!

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