

Workshop:
**Survey design, administration
and analysis**

AAIR 2009 Forum

Facilitator: Wendy Marchment

What we are doing today

This workshop is designed for anyone with little formal training in survey research. It covers most aspects of planning and conducting an effective survey, including selecting a sample, writing questions, response rates and the administrative aspects of conducting the survey. While the module primarily focuses on printed (mail) and Web-based surveys, participants discuss other survey techniques such as telephone surveys and focus groups



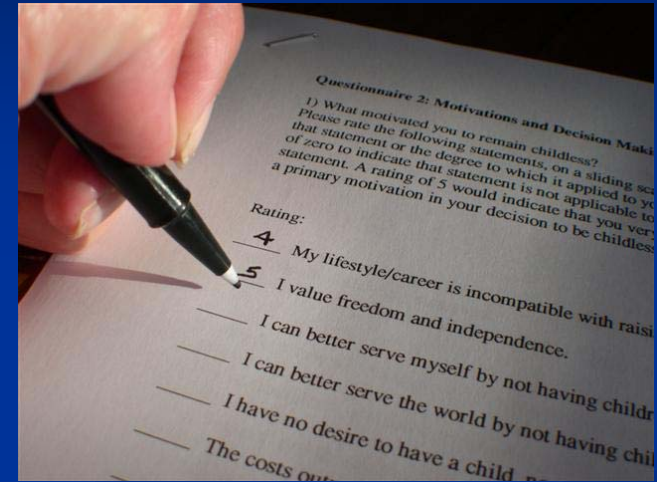
Introductions

- Name
- Organisation/Institution
- What you do
- What you would most like to takeaway from this workshop



Main Survey Steps

- Purpose
- Planning & Preparation
- Design methodology
- Feasibility
- Design Questionnaire
- Pilot test
- Conduct survey
- Analyse results
- Report results

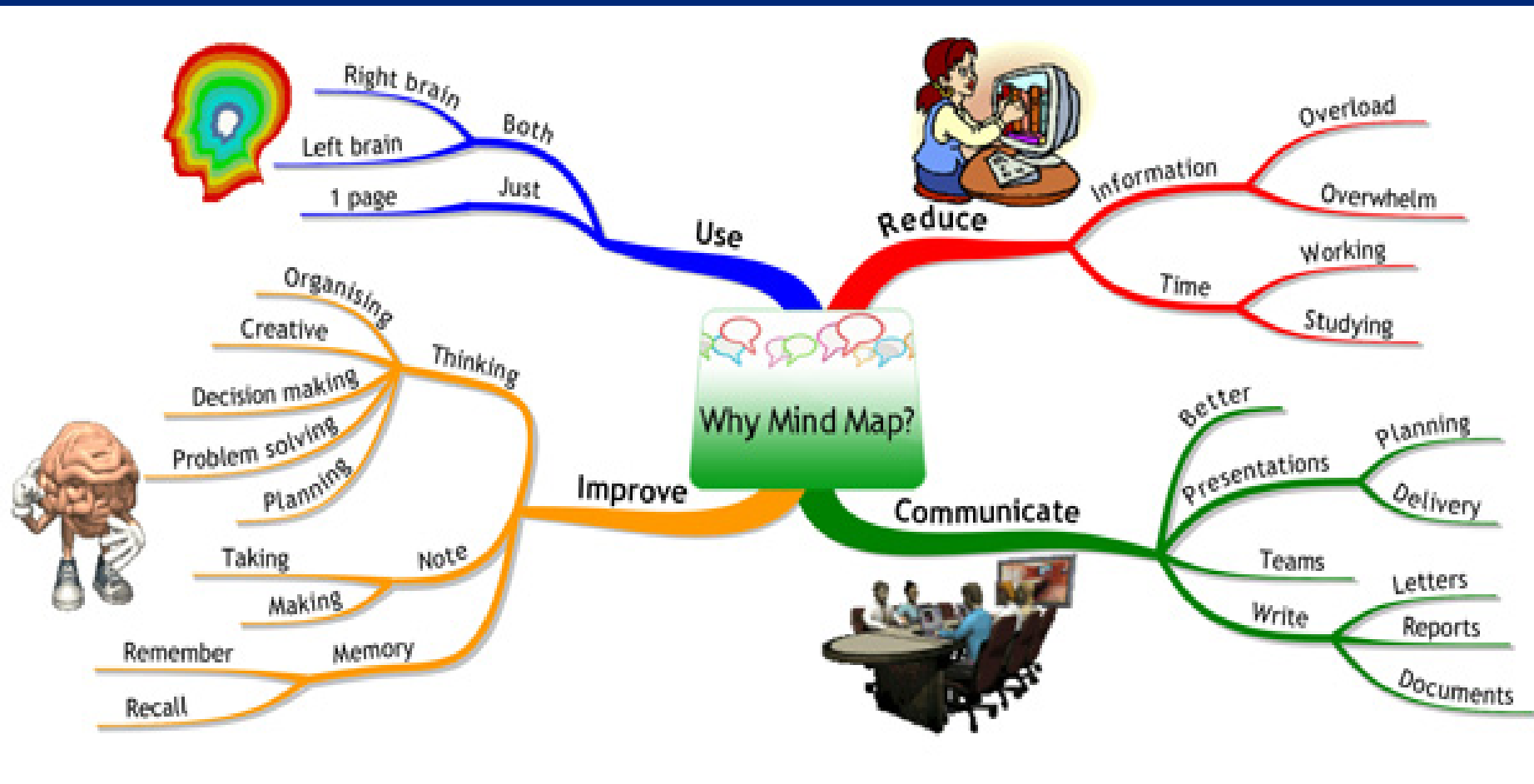


‘Have You Ever?’ Rules

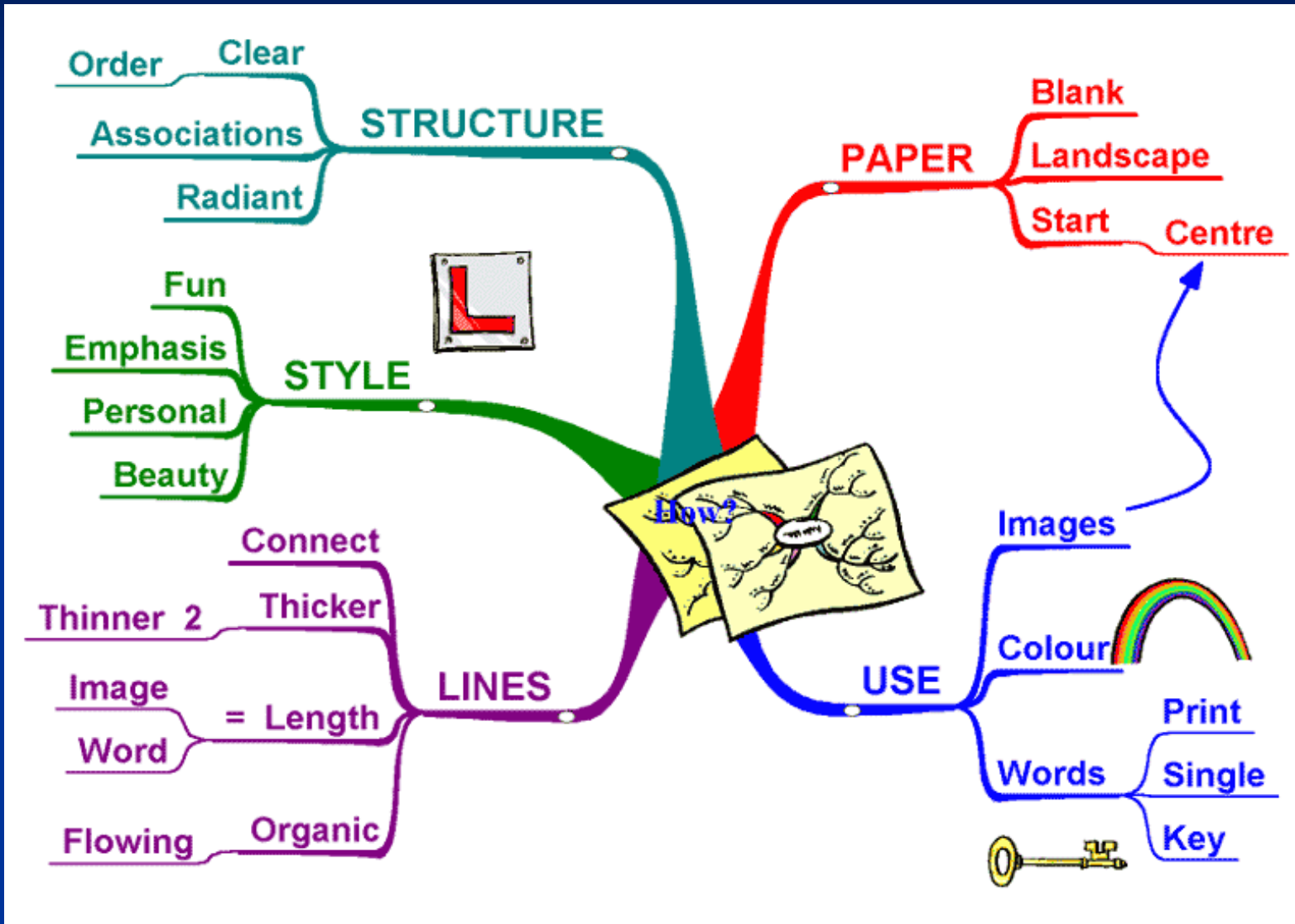
- Person in the middle asks ‘Have you ever ...’ and it has to be something in relation to surveys they have done
- If you have done that thing, then you have to move to a different chair.
- You cannot move to a chair either side of you
- First to touch the chair has it



A Mind Map of 'Why Mind Map?'

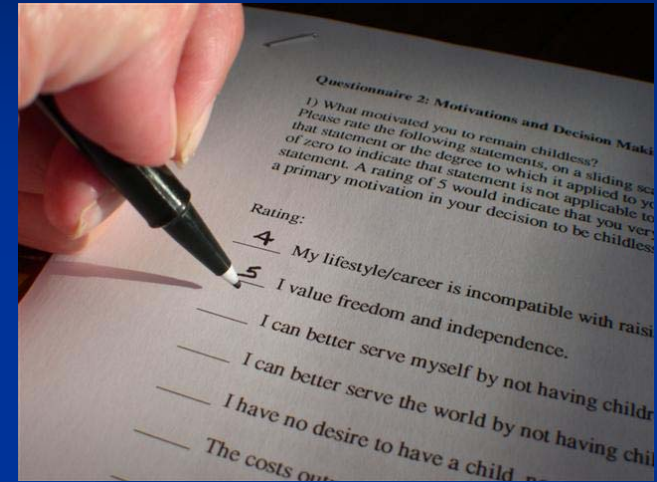


Mind Mapping Principles



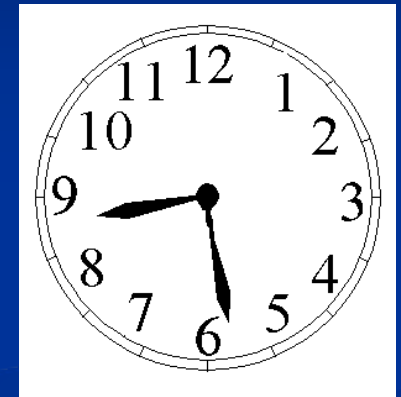
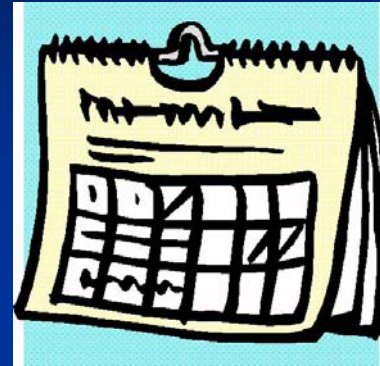
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Common Survey Pitfalls

- Not defining the purpose adequately
- Underestimating the time and resources required
- Not getting 'buy-in'
- Making the survey too long
- Asking questions because it would be "interesting to know".
- Not leaving enough space for comments
- Not having a contact for questions
- Not having effective followups



Types of Survey Questions

Open-ended

Closed

- Yes/No
- Multiple choice
- Rating scales

Example survey questions

a) Mutually exclusive responses

Did you carry out a survey of children and young people in the last year?

Yes, using CPLUS in library survey Yes, using own questionnaire
Yes, using CPLUS community survey No

b) Multiple responses

Please indicate which of the following are offered by the library service to children:

Bulk loans to preschool and other groups User education
Teachers' tickets Training for adults working with children
Childminder/Playgroup tickets Library tours
Visits to schools Other (please specify)
Class/group visits to library _____

Source: LISU annual survey of library services to schools and children

A Good Survey Question

1. Evokes the truth
2. Asks for an answer on only one dimension
3. Can accommodate all possible answers
4. Has mutually exclusive options
5. Produces variability of responses
6. Follows comfortably from the previous question.
7. Does not presuppose a certain state of affairs
8. Does not imply a desired answer
9. Does not use emotionally loaded or vaguely defined words
10. Does not use unfamiliar words or abbreviations
11. Is not dependent on responses to previous questions (written not on-line)
12. Does not ask the respondent to order or rank a series of more than five items



Sampling Methods

- Census
 - Random
 - Systematic
 - Stratified
 - Convenience
 - Judgement
 - Quota
 - Snowball
- Probability
- Non-probability



Types of Surveys

- On-line 'open'
- On-line via email invite
- Written questionnaire
- Phone Interview
- Face to face interview
- Focus groups



Step 2: Enter the Question Details

Question Type: Open Ended Text - One Line

Question Text: What is your phone number?

274 characters remaining

Answer Format:

Minimum:

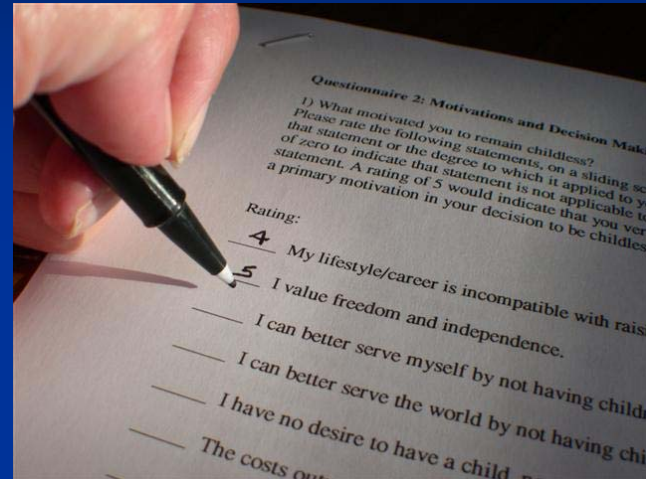
Maximum:

Is this question required?

<< Previous Cancel Next >>

The 9 Ps not to Forget

- Purpose
- Preparation
- Prior approval
- Project Manage
- Pointed Questions
- Pilot test
- Promotion
- Promptly publish
- Present the findings



Wrap-up

- Summary
- Follow-up
- Handout additions
- Feedback
- Evaluation
- Contact participants
- Contact me

Ph: 0432 057 945

wendy@marchment.com.au

