While it may seem easy to create a survey or questionnaire, creating a useful survey requires attention to detail and a clear purpose. Attendees of this session will learn important considerations when asking demographic, Liker-type, and open-ended questions in their surveys. Attendees will work on their own survey through guided assistance while also preparing their own results statements.

Session attendees will learn how to:

- create a survey.
- test a survey to increase validity and reliability.
- avoid design flaws when creating a survey.
Planning a Survey?

Some questions to ask include

- What do you want to measure exactly?
- What questions do you intend to answer with this data? What might your results statements look like?
- What is the anticipated use of the survey results? Who in the organization will find this information useful?
- What is the population of interest?
- Will it be a random or convenient sample? How many respondents are needed?
- Will this survey be used at more than one point in time (i.e., longitudinally)?
- What type of instrument will be used (e.g., published or locally developed)?
- How will the survey be pilot tested?
- What is the data collection timeline?
- How will the survey be implemented/distributed?
- Will respondents be incentivized or compensated for participation?
Survey Design

- Make surveys topics consequential to your audience. Activate a pre-survey messaging plan.

- The shorter/simpler, the better. Use concrete language.

- More specific references and questions will yield more specific responses.

- If demographic information is needed, ask last.

- Use words and phrases the respondents will understand easily. Complete sentences can reduce confusion.

- Avoid double negatives and double barrel questions

- Use skip- and design logic to simplify the survey experience.

- Start with simple, then complex questions. Hook them early.
Questions Types

- Yes/No
- Choose All That Apply
- Rankings
- Rating Scale
- Choose One
- Open-ended
Pilot Testing Your Survey

- **Validity Testing:** Ask colleagues with professional background in the survey topic to review the instrument.

- **Alpha Testing:** Ask 4-7 likely respondents to complete the survey. Inquire about their survey experience.
  
  - What was the point of this survey?
  
  - Where were points of confusion in the flow and within items?
  
  - At what point did they become bored or distracted?
  
  - What might make this survey more engaging?

- **Beta Testing:** Pilot test with 10% of your desired response total (not to exceed ~30)
  
  - Look for non-response, reliability, and use preliminary results to pre-prepare your assessment report.

- Make all needed changes and retest along the way.
Increasing Response Rate

- Avoid over-surveying populations.
- Coordinate pre-messaging efforts (the survey is coming!) and ready post-announcement reminders.
- Make surveys consequential to respondents. Why should they care? Incentives may not matter.
- Tell respondents how the results will be used.
Response Rate Cont.

- Ask respondents for help or advice. Convey respect, always.

- Explain how with the help of past respondents, important actions were taken. (“be like these wonderful people”)

- Inform participants that response opportunities are limited.

- Make the survey experience easy and convenient. Remove barriers.
The TQA
A Three Question Assessment

- What ideas did this presentation generate for you?

- Did you learn something today that might help you perform your job better? Please describe.

- What could be changed about this presentation to make it more helpful or effective?
References

