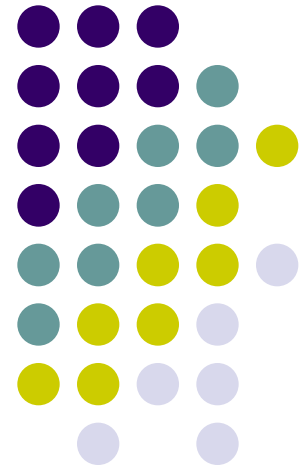


Survey Research & Questionnaires

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Overview

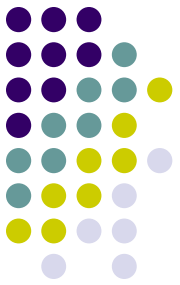
- What is a survey?
- Steps in survey research
- Identifying participants (sampling)
- Types of surveys
- Questionnaire design
- Analyzing responses





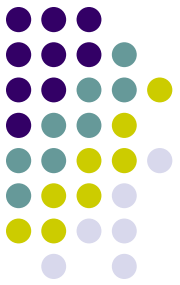
What is a survey?

- A method of gathering data (can be qualitative or quantitative)
- Survey questionnaires present a set of questions to a subject who with his/her responses will provide data to a researcher.
- Seems simple, but are many possible pitfalls along the way



Steps in survey research

- ✓ Determine the purpose of your survey: what do you want to know?
- ✓ Develop a sampling plan: who do you want to know it from?
- ✓ Develop your interview, instrument, or questionnaire.
- ✓ Pilot test your questionnaire on a representative sample and make any adjustments.
- ✓ Develop a coding scheme and analysis plan.
- ✓ Conduct survey.
- ✓ Compile, analyze, and interpret responses. Communicate responses.



Identifying participants

- Who is the population of interest? Identify a “representative sample” of that population.
- Lots of types of sampling techniques (here are a few):
 - Random = everyone has chance to be selected
 - Cluster = sample intact groups within a population
 - Stratified = take a sample from each of several groups
 - Convenience = subjects selected by accessibility
 - Purposeful = subjects selected because they inform the study

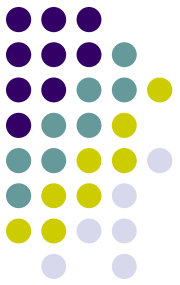


Types of surveys

- Simple descriptive: one shot survey, data collected at one point in time
- Cross-sectional: examining data of several groups at one time (e.g., freshmen, sophomores, juniors, seniors)
- Longitudinal: collect data at more than one point in time
- Data collected via mail, phone, web, or in-person

Questionnaire design:

Types of questions



- **Structured (fixed response)**

Offer the respondent a closed set of responses from which to choose.

Do you have a driver's license?

- ☐ Yes
- ☐ No

Which subject do you enjoy the most at school?

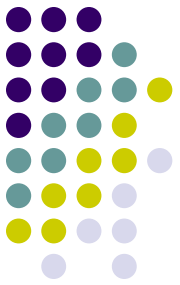
- ☐ Math
- ☐ Science
- ☐ English
- ☐ Foreign Language
- ☐ History
- ☐ Government
- ☐ Art / Music
- ☐ Other

How many hours a day do you spend doing homework?

- ☐ 0 to 1 hour
- ☐ 2 to 3 hours
- ☐ 4 to 5 hours
- ☐ more than 5 hours

Questionnaire design:

Types of questions



- **Example of a Rating Question**

Please describe how you felt about the Homecoming Pep Rally.

(1=Unsatisfied, 2=Somewhat Satisfied, 3=Satisfied, 4=Very Satisfied, 5=Extremely Satisfied)

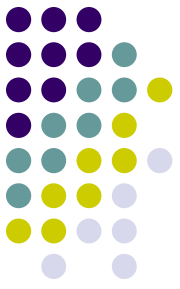
- **Example of a Ranking Question**

Please rank the following Homecoming activities in order of preference (starting with 1 for your favorite activity).

- ___ Homecoming Pep Rally
- ___ Homecoming Parade
- ___ Homecoming Basketball Game
- ___ Homecoming Dance

Questionnaire design:

Types of questions



- **Non-structured (open-ended)**

Non-structured questions, or open-ended questions, are questions where there is no list of answer choices from which to choose. Respondents are simply asked to write their response to a question.

- Example: What do you like best about the New Century College Cornerstones Program?

Questionnaire design:

Types of questions



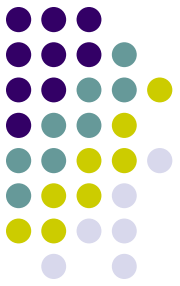
- **Partially-structured questions**

Why did you sign up for NCC Cornerstones
(please select all that apply)?

- ☐ I am interested in interdisciplinary studies.
- ☐ My parents signed me up.
- ☐ I am interested in experiential learning.
- ☐ I thought it would help me transition to college
- ☐ I knew other students who were doing it.
- ☐ Other _____

Quiz:

Designing good questions

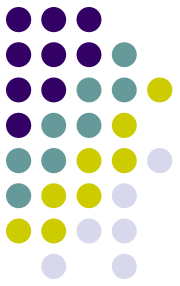


- How have teachers and students at your school responded to the new 45-minute lunch period?

☐ Satisfied
☐ Unsatisfied
- How have teachers at your school reacted to the new 45-minute lunch period?
☐ Satisfied
☐ Unsatisfied
- How have students at your school reacted to the new 45-minute lunch period?
☐ Satisfied
☐ Unsatisfied

Quiz:

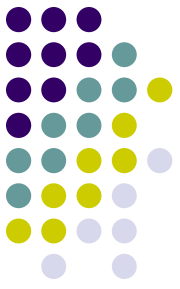
Designing good questions



- Do you think that the new cafeteria lunch menu offers a better variety of healthy foods than the old one?
 - ☐ Yes
 - ☐ No
 - ☐ No Opinion
- How do you feel about the new cafeteria lunch menu compared to the old one?
 - ☐ The new menu offers a better variety of healthy foods
 - ☐ The old menu offers a better variety of healthy foods
 - ☐ The selections are similar
 - ☐ No opinion

Quiz:

Designing good questions



- *Where did you grow up? ____*

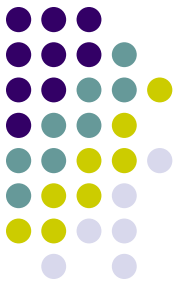
A. country
B. farm
C. city

- *Where did you grow up? ____ (select all that apply).*

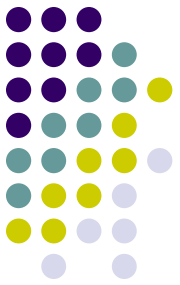
A. country
B. farm
C. city

Quiz:

Designing good questions



- *What do you think about this report? ____*
 - A. It's the worst report I've read*
 - B. It's somewhere between the worst and best*
 - C. It's the best report I've read*
- Rank your impression of this report on a scale of 1 to 5 (where 1 indicates the worst report you have read, and 5 indicates the best). ____



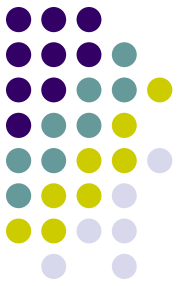
Analyzing responses

- Can use multiple platforms for tabulating, compiling, and analyzing survey results. A few include:

- Excel
- SPSS
- [Surveymonkey.com](https://www.surveymonkey.com)



Tips for surveys & questionnaires



- **Clearly state your intentions with the research.**
- **Include instructions with your survey questionnaire.**
- **Don't ask for personal information unless you need it (and ask it at the end of the survey).**
- **Keep the questions short and concise, grammatically simple, specific, concrete.**
- **Order/group questions according to subject/topic.**
- **Present the questions in a clean and organized layout.**
- **Pilot test the survey questionnaire before you administer it!**



Further resources

Examples in this presentation taken from:

www.sciencebuddies.org

Krathwohl, D. R. (2004). Chapter 16: Survey research and questionnaires. In D. R. Krathwohl, *Methods of Educational and Social Science Research*, Long Grove Illinois: Waveland Press, 351-383.

