HOW TO DEVELOP AND USE OPEN-ENDED SURVEYS/QUESTIONNAIRES

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AGENDA

- Why Use A Survey?
- Quantitative and Qualitative Survey Data
- Definitions
- Tipps for Making a Good Survey
- Creating a Survey
- Common Errors
- Survey Systems
- Questions

DEFINITIONS

- Survey: A set of questions, completed by a participant, to collect qualitative or quantitative data.

- Survey Research Method/Survey Design: Quantitative or numerical description of trends, attitudes, or opinions of a population (Creswell, 2009)

- Survey Test Battery: A group of tests (such as achievement tests) that together assess some variable. 'Survey' hear meaning broad, or breadth. (Whiston, 2013)

In this presentation, we are talking about Surveys for both Qual & Quant Research Designs.

DEFINITIONS

- Measurement: (a) a process and set of rules of assigning numbers to data, i.e., to measure; (b) a valid & reliable questionnaire/assessment (Tucker et al., 2010)

- Questionnaire: "a set of standardized questions, often called items, which follow a fixed scheme in order to collect individual data about one or more specific topics." (Lavrakas, 2008)

- Assessment: "broader term, commonly referring to a process that integrates test information with information from other sources" (NCME, 1999, p. 3; as cited in Whiston, 2013, p. 5), as in *'to assess.'* In singular (an assessment), it is usually meaning a questionnaire, or singular assessment process.

- Test: "An evaluative device or procedure in which a systematic sample of a test taker's behavior in a specified domain is obtained and scored using a standardized process." (https://www.ncme.org/resources/glossary)

WHY USE A SURVEY?

- Provide relatively easy way to collect data from your participants

- Easy to reach a broad set of participants / canvas a larger population

- Surveys can be tailored to specific study

- If online, you can send a link, or post a link online

- If online, can use social media to promote add for survey and have link to survey

- Can collect data anonymously, without collecting personal data

- Collect demographic information at the beginning of any study

CAUTIONS

- If online, and no personal data collected, how will you know if someone fills out the survey *multiple times?*

- If online, can the survey data be accessed, violating confidentiality/anonymity of participants?

- If in print, how are you disseminating – by hand, by mail - and what might the additional costs be?

- Make sure questions are not biased.

- Make sure survey is focused.

QUALITATIVE AND QUANTITATIVE SURVEY DATA

- Qualitative surveys

  - Qual survey studies collect data from more participants than qual interview studies

  - Can have closed and open-ended questions, but primarily open-ended

  - Open-ended questions allow space for longer narratives, and draw out participant information – allow for sufficient qualitative data analysis

- Quantitative surveys

  - Different than assessments/measures

  - Not validated (reliability/validity) like official assessments/measures

  - Mostly, or entirely, closed ended questions that are easier for scoring

TIPPS FOR MAKING A GOOD SURVEY

- Keep Research Question(s) near at hand, and reference frequently.

- Keep survey questions targeted, on topic.

- Consider flow of questions. For example, participants often open up slowly, so ask more personal or 'deep' questions after creating 'relationship' with participant through less personal questions.

- Consider topic flow, especially if you are building/scaffolding the survey. Ex: Ask broad questions first, then more specific questions (What is life like on a farm?….Tell me about educating children through homeschooling on the farm)

TIPPS FOR MAKING A GOOD SURVEY

- Consider how survey fits with other data collection strategies. Are you also interviewing participants, and if so how does the survey preface, expand, or ask different information? Are you using other questionnaires/measures, and if so, how does the survey contribute something novel (without jeopardizing the validity and reliability of the other questionnaires)?

- If survey is a demographics survey as part of a study, consider ethics (are you asking unnecessary personal information?) and theoretical perspective (if 4th wave feminist, do you ask questions in a manner honoring this perspective?)

- **#1 Tip:** Each survey question should ASK ONLY ONE QUESTION AT A TIME! If you ask 2 or more questions at a time, it is confusing to the participant, and muddies the data you receive (these are called 'double barreled' questions).

CREATING A ==QUAL== SURVEY

- Purpose: To collect qualitative data. Focus is on description of participant own experiences, their perceptions of events, and other similar qualitative data.

- Type of questions will be driven by the specific *method* you use.

  - Narrative: questions like "Tell me about a time when…" "Tell me your story related to…."

  - Appreciative Inquiry: questions like "What aspects of this memorable experience could you develop further for continued positive outcomes?" or "How could you build on the personal strengths that supported your meaningful experiences as an adjunct faculty member?"

  - Not all methods work with survey data collection!! (i.e., phenomenology, focus groups, case study [could be one type of data])

CREATING A ==QUAL== SURVEY

- Start by asking easier, 'shallow' questions, and build toward deeper topics

  - First, "Please share memory of your home life" then build toward "Considering your physical abuse, please share how you coped with that abuse in your childhood"

- Surveys can also be collecting data which can later be quantified or categorized, but might also provide some data that could be analyzed more deeply:

  - "At what age do you remember reading for the first time on your own?" then "What was this like?" [numeric = age, but qual will be developmental levels, emotions, etc.]

  - "What type of leadership style did you use when your company had to deal with closing down for Covid-19?" [could have specific type, then a story of the leadership]

CREATING A ==QUANT== SURVEY

- Purpose: To collect data which can be categorized and quantified.

- Most common type of quantitative survey = Demographics survey on the front of any given study

  - Age (or age range)

  - SES, Income

  - Gender, Sex, Sexual Orientation, Relational Orientation

  - Profession, Education

  - Other identifying information

5 COMMON ERRORS

- Double barreled questions
  - "How often do you eat ice cream, what is your favorite ice cream flavor, and why?"
    - Actually 3 different questions!!
- Biased questions
  - "Share a story of an incident where the evil, corrupt school principle abandoned her staff…." or "Why do you think the evil, corrupt school principle abandoned her staff?"
- Incomplete choices/options on a quantitative question on a survey
  - Please indicate income level: 50k-80k, 81k-100k, 101k-150k, 151k+ (what about under 50k?)

5 COMMON ERRORS

- Expecting lengthy responses in qualitative sections
  - "Please share your life story from the age of 8 until 62…"
  - "Please share all of your experiences with gender inequality over the past 10 years..."
  - These types of questions might better be asked in an in-depth interview format or a different type of asynchronous qualitative data collection format (such as collecting journaling exercises).
- When analyzing data, naming your 'themes' based on your question topics
  - Question: "What emotions did you experience during childbirth?"
  - Theme: 'emotions during childbirth'

COMMON ERRORS

Others?

SURVEY SYSTEMS

- Survey Monkey
- Survey System
- Qualtrics
- Snap Surveys
- Survey Moz
- Survey Gizmo
- And more……

SURVEY SYSTEMS

- What to look for:
    - How well do they protect data? (basic ethics IRB will be interested in)
    - Do you need HIPPA/HITECH compliance for PHI? If so, does the system provide this (usually with a BAA)?
    - How easy is it to build a survey? (user friendly?) (pre-built questions? – use with caution!)
    - How easy is it to get your data out of the system? (usually download a .csv or similar)
    - Is the output easy to work with in the output format? (do columns make sense?)
    - Can you import a survey you have already created? Or survey questions?

SURVEY SYSTEMS

- What to look for:

  - Is the survey customizable for view of page and questions?

  - Can you save, export, and duplicate the survey?

  - Can you have multiple groupings of the survey (for example, send out the survey to different groups and have those sub-populations easily tracked)?

  - Do you have multiple options for collecting online data: email, sending a link, sending an invite from the system, etc.?

  - Does the system offer visual graphics for understanding your survey data responses? (graphics you might use in the write-up of your study!)?

SURVEY MONKEY

Surveymonkey.com

REFERENCES

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QUESTIONS?

(PLEASE MAKE SURE TO COMPLETE OUR SURVEY: HTTPS://FORMS.GLE/FDPERXRJP6WE7JEH6)

Recording and Slides will be posted on the UOPX Research
Hub Webinars page at:
https://research.phoenix.edu/content/2020-workshop-schedule