**Survey Workshop**

**(Done in Seminar)**

Using your Babbie book, start to design a survey for your research project. Even if you will not actually be using a survey in your research to collect original data, this is a good exercise for you to start thinking about sampling, variables/measures, and questions you may ask in your interviews or focus group.

Project Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1) What is your research question? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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2) Based upon your research question, what are the variables you are going to measure in your survey? (please limit responses to ***no more than*** two words per variable)

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) Who are you going to ask to take your survey?

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4) In your opinion, are the potential respondents listed in the previous question qualified to provide responses that may help you answer your research question?

Yes Please explain your response:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No If no, please return to

5) Do you have access to the potential respondents?

Yes Please explain your response:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No If no, please exit the workshop at this time and contact faculty.

6) How are you going to deliver your survey? (please select one)

A) on-line accessed by a website

B) on-line accessed by e-mail

C) phone

D) hard copy in person

E) postal mail

F) Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7) Based upon your responses to questions #3 thru #6, what is your sampling approach? (please select ***one*** of the options below)

A) Probability sampling: *simple random*

 [procedure that generates numbers or cases strictly on the basis of chance. ex. random digit dialing.]

B) Probability sampling: *stratified random*

 [uses information already known about the population before sampling. First breaks the population down into strata (male students, female students) and then randomly selects sample from stratum.]

C) Probability sampling: *cluster random*

 [naturally occurring elements of population: city blocks and then subgroups are sampled within]

D) Non-probability sampling: *quota*

 [weighted to end up with same percent as larger population]

E) Non-probability sampling: *judgment/purposive/targeted*

 [Ex. group of women w/ HIV- they can tell their story best]

F) Non-probability sampling: *convenience*

 [results from hanging out, use whoever is around, passers-by]

G) Non- probability sampling: *snowball*

 [one member of the sample is identified and then they identify another person who could take part in the study and so on]

8) What type of data do you need your survey response options to provide?

A) Quantitative (skip question #10)

B) Qualitative (skip question #9)

C) Both quantitative and qualitative data

9) Of the possible quantitative response options below, select the types you will most likely use in your survey:

A) Index (Ex. yes/no)

B) Scale (Ex. 1-5)

C) Multiple choice (Ex. A, B, C)

D) All of the above

10) Of the possible qualitative response options below, select the types you will most likely use in your survey:

A) Open ended with word limit.

B) Open ended with no word limit.

C) All of the above

11) When considering the flow of your survey, where will you place demographic questions?

A) At the beginning of the survey.

B) In the middle of the survey.

C) At the end of the survey.

12) When considering the length of your survey, how many questions will you ask?

A) 0-5

B) 6-10

C) 11-15

D) 16-20

E) 21-25

13) What is your level of agreement with the following statement: “Surveys are only as useful as the people responding to them.” (please circle your selection)

Strongly Agree Agree Disagree Strongly Disagree

14) What is your level of agreement with the following statement: “Surveys can only give you the data you designed them to provide.” (please circle your selection)

Strongly Agree Agree Disagree Strongly Disagree

Exercise: Draft at least five survey questions with their corresponding response options.

Next to each question, make a note of the “level of measurement” for the response option you are providing. (Ex. nominal, ordinal, interval, ratio) Think about what you want to be able to say with your data at the end of your project and be sure to provide response options that will give you that data.

**Nominal**: lowest level of measurement. Exhaustive and exclusive. No meaning to the numbers in and of themselves. It is a classification system. (Ex. male/female)

**Ordinal**: rank order, shows values of more or less for the purposes of comparison. (Ex. value oriented information, strongly agree to strongly disagree)

**Interval**: distance between values can be expressed. We can say that the variables differ by “how much.” The zero point does not have a meaning by itself, instead it is a starting point. (Ex. age)

**Ratio**: highest level of measurement. Have a true, fixed zero point. Zero has meaning- a temperature of zero degrees is a measure. We can do comparisons. (Ex. highest grade finished, income)