




Honors Bioethics Seminar Survey Design

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The steps to a survey project

- Establish the goals of the project
 - What you want to learn?
- Determine your sample
 - Whom you will interview?
- Choose interviewing methodology
 - How you will interview?

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- Create your questionnaire
 - What will you ask?
 - Pre-test the questionnaire
 - Test the questions?
 - Conduct the interview, enter data, analyze the data



Establishing the goals of the project

- What is the purpose of your study?
- What do you want to find out?
- Is a survey the best way to find it?



Study goals and objectives

- What do you already know?
- What do you think is going?



Selecting your sample

- Who is the target audience?
- Sample size (statistician help, power calculation, sample size estimate)
- Avoid bias sample (inauguration crowd, vaccinated girls)



Survey database

First search for an available survey

- Health and Psychosocial Instruments (HaPI)
- Pubmed, Ovid
- National Center for Health Statistics, CDC
 - <http://www.cdc.gov/nchs/about.htm>



Choose interviewing methods

- Personal interviews
- Telephone surveys
- Mail surveys
- Email surveys
- Internet/webpage surveys

Create your questionnaire

- KISS – keep it short and simple
- Allow a don't know or not applicable response
- Include other or none when possible
- Allow 15 minutes to complete
- Avoid jargon, vague, generalizations

Question types

Multiple Choice

1. Where do you live?

- North
- South
- East
- West

Numeric Open End

2. How much did you spend on groceries this week? _____

Text Open End

3. How can our company improve its working conditions?

Rating scales

Rating Scales

4. How would you rate this product?

- Excellent
- Good
- Fair
- Poor

5. On a scale where "10" means you have a great amount of interest in a subject and "1" means you have none at all, how would you rate your interest in each of the following topics?

- Domestic politics .. —
- Foreign Affairs —
- Science & Health .. —
- Business —

Agreement Scale

6. How much do you agree with each of the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree
My manager provides constructive criticism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our medical plan provides adequate coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to work longer hours on fewer days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

General Tips

- Get help
- Introduce your topic
- Layout is important
- Avoid double-barreled questions
 - Do you think med students should get more vacation time and a longer lunch period?
- Avoid leading questions
 - Don't you agree that med students should get more vacation time?



Examples: Open-ended

- In your opinion, what is the cause of youth violence in Maywood?



Close-ended with ordered responses

- Listed below are three problems some people believe cause youth violence, how serious is each one?
 - Family problems very somewhat not at all
 - Schools problems very somewhat not at all
 - Economic problems very somewhat not at all



Close-ended with unordered responses

- In your opinion, what is the cause of youth violence in Maywood? (circle the number for your response.)
 1. Family problems
 2. Schools problems
 3. Economic problems



Partially close-ended

- In your opinion, what is the cause of youth violence in Maywood? (circle the number for your response.)
 1. Family problems
 2. Schools problems
 3. Economic problems
 4. Other (please specify) _____



Pre-test your questionnaire



Survey Design Time Line

- Pre-planning 1 month
- Literature review 2 months
- Survey outline 1 month
- Survey drafts 1-3 month
- Survey feedback 1 month



Resources

- Survey Design
 - http://lap.umd.edu/survey_design/examples.html
- Survey Monkey
 - <http://www.surveymonkey.com/>
- Survey Resources
 - <http://www.srl.uic.edu/Srllink/srllink.htm>