

# Honors Bioethics Seminar Survey Design

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## Steps to a survey project

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1. Establish the goals of the project
  - What do you want to learn?
2. Conduct a detailed literature search
  - What is already known about the topic?
3. Determine your sample
  - Who will you survey?
4. Choose interviewing methodology
  - How you will survey them?

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## 5. Develop your questionnaire

- What will you ask?

## 6. Pre-test the questionnaire

- Test the questions?

## 7. Conduct the interview, enter data, analyze the data

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## Establish 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?

## Conduct a literature review

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### Purpose

- What we already know
  - in terms of theory & clinical practice
- What is lacking
- Why study the problem
  - Rationale / Relevance of study
- What methods to use

### Steps

- define a research question
- identify the main topics
- identify the details
- Revise topic and question

## Guides to Literature Search

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- <http://www.libraries.psu.edu/instruction/infolitt/1st301h/condlitsearchrev.htm>
- <http://www.nlm.nih.gov/bsd/disted/pubmedtutorial/>

### Sources

- PubMed
- Google scholar
- Ask research librarian



## Defining study goals and objectives

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- What do you already know?
- What do you think is going?
- What do you want to understand?



## Determine your sample

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



## Survey database

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Is survey already available?

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



## Choose interviewing methods

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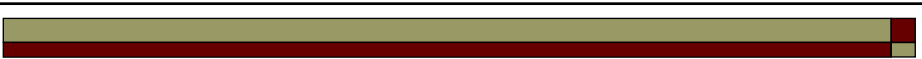
- Personal interviews
- Telephone surveys
- Mail surveys
- Email surveys
- Internet/webpage surveys



## Create your questionnaire

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- KISS – keep it short and simple
- Provide 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

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### 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?

\_\_\_\_\_

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# 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

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



## Close-ended with ordered responses

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- 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

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



## Partially close-ended

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- 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

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## Survey Design Time Line

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



## Resources

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- Survey Design
  - [http://lap.umd.edu/survey\\_design/examples.html](http://lap.umd.edu/survey_design/examples.html)
- Survey Monkey
  - <http://www.surveymonkey.com/>
- Survey Resources
  - <http://www.srl.uic.edu/Srllink/srllink.htm>