



IR 10 1: SURVEY SAYS

Deborah Lee

Concordia University Irvine





Today's Discussion

Survey Research

Questionnaires vs. Interviews

General Issues

Survey Administration

Closing the Loop

So why do we do it?

- Uncover answers
- Evoke discussion
- Base decisions on objective information
- Compare results



Questionnaires vs. Interviews



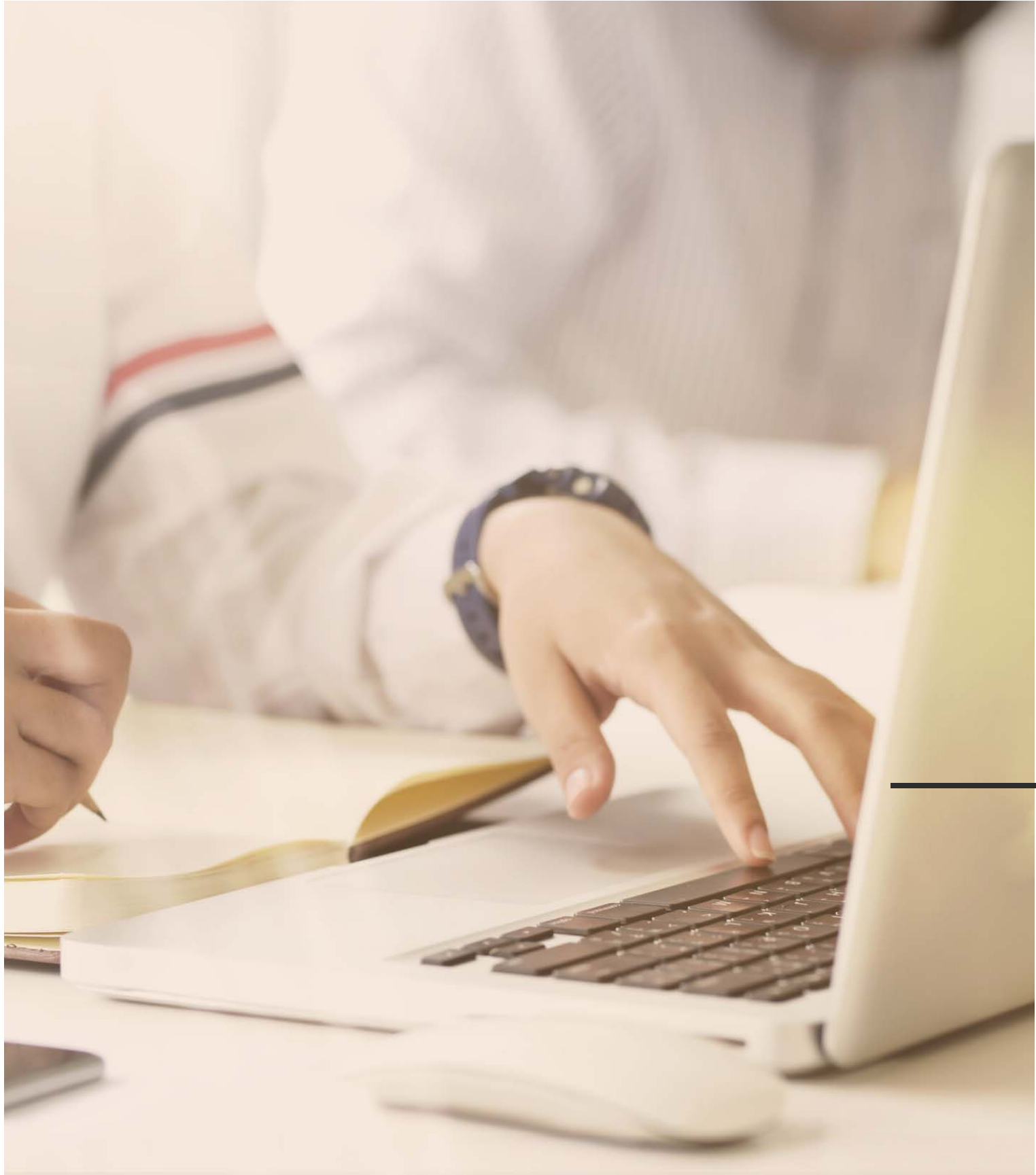
Written

- Paper/Pencil
- Mail
- Email
- Apps, etc.

Verbal

- Face-to-face
- Telephone
- Focus group





The basis of survey research is asking a question and receiving a response.

Must have good questions!

Must have good answers!

General Issues

- Consider the research object
- Survey Design
 - Instruction
 - Technicality
 - Precision
 - Grammar
 - Overload
 - Leading questions



KEEP IT SIMPLE

✗ Please give your approximate age in terms of years since your birth according to the Roman Calendar.

✔ Date of Birth: _____

AVOID DOUBLE-BARRELED QUESTIONS

✗ How satisfied or dissatisfied are you with the pay and work benefits of your current job?

✔ How satisfied or dissatisfied are you with the pay of your current job?
How satisfied or dissatisfied are you with the work benefits of your current job?

Ways to Avoid General Issues



AVOID LOADED QUESTIONS

✗ Where do you like to party?

☑ What do you like to do on the weekends?

AVOID TOO MUCH NEGATIVE WORDING

✗ Research methods should not be taught by a different professor.

☑ Research methods should be taught by a different professor.

Ways to Avoid General Issues



OTHER TIPS

- Understand the purpose
- Use accurate scales
- Provide clear instructions
- Include all possible answers
- Make sure your answers are mutually exclusive
- Understand the difference between single choice and multiple choice options
- Understand your audience

Ways to Avoid General Issues





Survey Administration

- Select appropriate platform
- Define your population
- Identify possible collaborators
- Create communication plan
 - Pre-administration communication
 - Start/end dates
 - Reminders
- Check to see what else is happening on campus

INCREASE RESPONSE RATES

- Partner with other departments
 - Student Affairs
 - Student Services
 - Faculty
- Partner with students
 - Student Leadership
 - Clubs/Orgs
 - Classroom
- Be clear about the purpose
- Be considerate of the participants' time
- Provide incentives
- Keep surveys relevant
- Monitor response rates
- Share results



Closing the

COMMUNICATING RESULTS

- Share results with stakeholders
 - Academic Affairs
 - Student Affairs
 - Students
 - Prospective Students
- Share improvement plans
 - Short-term
 - Long-term



It's important to understand what to present, when to present it, and how to to present it.

Contact Us



FACEBOOK

@CAIR.org



INSTAGRAM

@CAIR_org



TWITTER

@CAIR_org

