Surveys

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Quantitative or Qualitative

Exercise

Your experience with Surveys

1. Which surveys do you know?
2. What are the contexts (online, in person, topic…)?
3. What is your experience in doing a survey?
4. What are good or bad questions?
5. What are the things that annoy you?
6. When are you willing to fill out a survey?

Five minutes on each table → In class discussion

Exercise

Critique of a questionnaire

1. What is good about this?
2. What things can you critique and why?
3. What would you do differently?

Hardcopy on the tables

Five minutes in **pairs** → In class discussion

Questionnaires
Surveys

To obtain views or factual information from **large numbers** of people.

Advantages	Disadvantages
Responses generated in a **standardised** way	Unable to **clarify** points with participants
Can collect a **large number** of responses	Different **assumptions** about meanings/words
More **objective** than interviews	Only get answers to **what you ask**
Relatively **quick** to collect information	Often relies on memory, recall **bias**, under-over estimation etc
	Shallow data

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Discuss difference to interviews?

Questionnaires Surveys

Considerations to start with

- Be clear about your **objectives**
- Think carefully about **recruiting** and **advertising**. How do you obtain a representative sample?
- Decide on **practicalities,** e.g. platform, distribution, anonymity, analysis

Questionnaires
Surveys

Questions to ask yourself

1. What is the **purpose** of this survey?
2. How do I **select** the right participants?
3. What is the **content** of the questions?
4. How do I **word** the questions?
5. Which **response formats** are appropriate?
6. What **sequence** should the questions be in?
7. What is the maximum **length** of the survey?
8. What is a good **layout** for the survey?
9. What is the best **medium** for the survey?
10. How can I **pilot** the survey first?

Common Structure

1. **Introduction** statement explaining purpose
2. Clear **instructions** on how to fill it in, including time estimate
3. Simple, short, focused and unambiguous **questions**
4. **Basic**, straight-forward questions first (e.g. demographics)
5. Longer and more **sensitive** questions towards the end
6. **Grouped** under sub-headings (for similar themes)
7. **Thank you** at the end

Good surveys are **difficult** to design!

Numerous iterations and **pilot testing**!

Types of Questions

- **Open**-ended questions
- **Closed** questions
- Tick-**box**, items to be ranked, items to be selected
- **Likert**-type **scales** e.g. 1-5
  agree-neutral-disagree
  excellent, very good, good, average, poor
- **Semantic** differential **scales** – pairs of opposites
  Frustrating 1 2 3 4 5 6 7 8 9 Satisfying
  Weak .... Strong; good....bad; passive...active; etc
- **Contingent** questions
  if yes, then... ; if no skip to Question X

Don’t

»Do you prefer tutorials or simulations?«

Ambiguous and open to personal interpretations

»How did you feel about using A & B?«

Double barrelled question

»How do you rate this course?«

Brilliant, marvellous, best ever

»Don’t you agree that this is the best course ever?«

Biased, overly positively framed

»Do you agree the email software is not easy to use?«

Use of negative words in questions

Tips & Tricks

- Try to **balance** positive and negative statements
- Make sure response options are **mutually exclusive**
- Make sure scales/options are balanced
- Avoid **abbreviations**, **jargon**
- Be careful about the **neutral choice** – is it don't know, or don't care, or neither agree or disagree etc?
- Make clear if more than one option can be selected Radio boxes vs check boxes
- Good use of **other** option (with **please specify**)

Tips from Jettie Hoonhout

Some tips

- a questionnaire with a title is generally perceived to be more credible than one without
- begin with a couple of non-threatening and interesting items
- leave ample white space; for comments, but it also makes the questionnaire appear easier
- test online questionnaires in different browsers, different screen sizes
- the affiliation of the researcher can make a world of difference
- resist the temptation to add more and more questions….

Problematic questions

Choice of scale 0-10 or -5-+5?

Can you please state your income?

Do you think you are a better than average driver?

Do you use regular or premium petrol in your car?

See Jettie Hoonhout's »**Examples of question wording**« in TUWEL

Usually a **specific** population

- Who are the targeted respondents?
- Why are these of interest?

Probabilistic sampling or **random** sampling

- Making estimates for populations of total sampling
- Select X at random – inclusion and exclusion criteria

Users or usage?
(eg pop up windows based on actions on a website)

Stratified random sampling

Select appropriate number of responses from each subset of population

How many is X?

Not as clear cut as in experimental methods

Depends on what level of confidence & margin of error

For example (with a probabilistic sample; Sue&Ritter 2007)

384 results for +/- 5%

600 results for +/- 4%

Non-probabilistic sampling (Most common in HCI)

Population estimates not the goal

No clear well-defined population of potential respondents

Note: Disciplinary differences as to what is acceptable!

Ensuring **validity**

Ask for a fair amount of demographic data – to ensure responses represent diverse cross-section or relatively representative (eg on age, gender, education, computer usage etc)

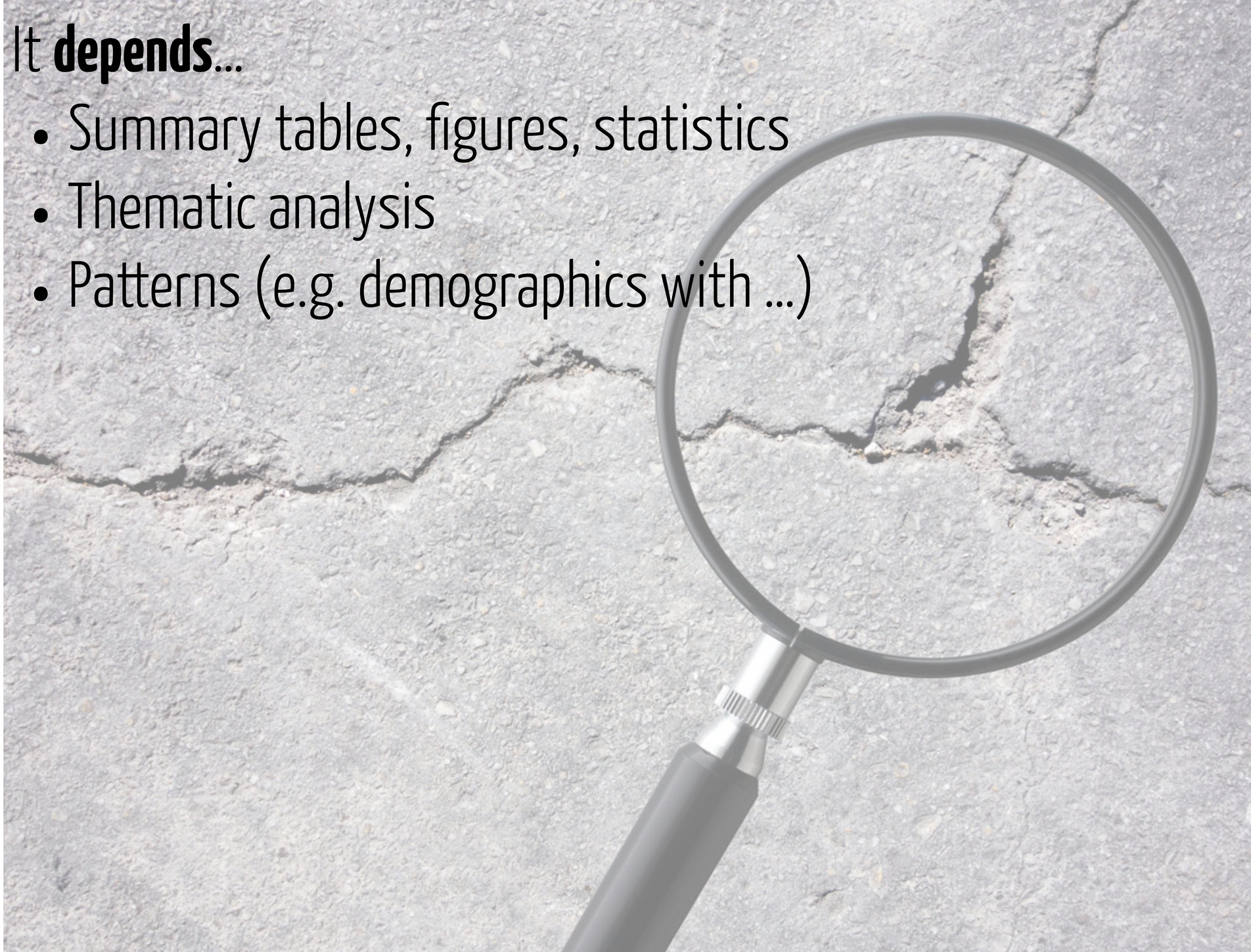
Oversampling – large response rate for population of interest (eg 500 from 5000 but not from population of Austria)

Self selection – most natural for new/unknown user groups

Analysis

It **depends**...

- Summary tables, figures, statistics
- Thematic analysis
- Patterns (e.g. demographics with ...)



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Tools

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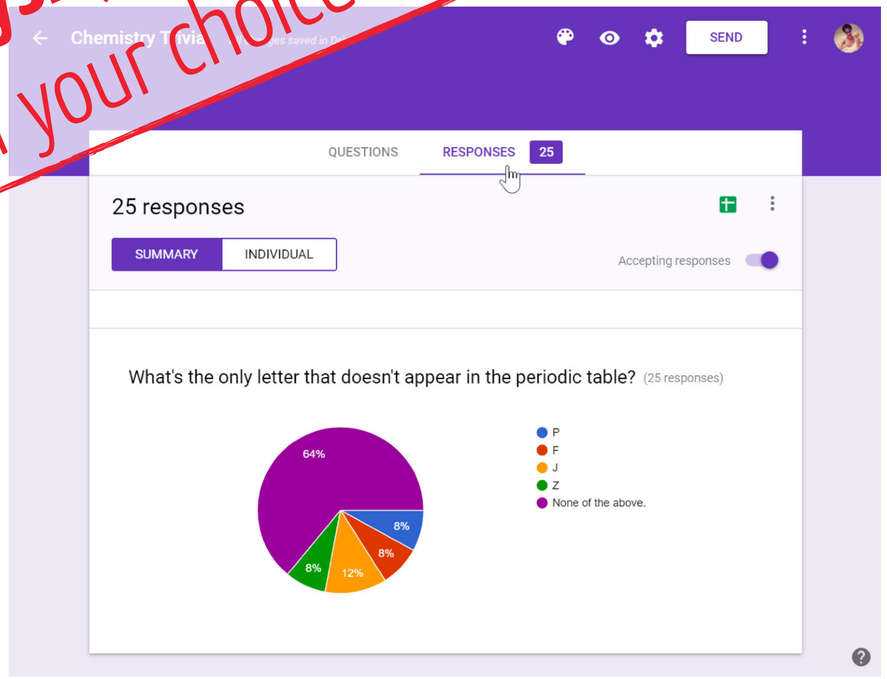
Tools

SurveyMonkey®

LimeSurvey

Choose the **best tool** for the job (**collection** & **analysis**) and reflect on the **impact** of your choice



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