Survey Design

A good survey begins with good planning!

- Is a survey the best method to address your questions?
  - Consider other methods.
  - Does data already exist to answer your questions?
  - If so, can you access the existing data? Should you use it?
- Is there potential for collaboration with others?
  - Example: benchmark studies or adding items to other surveys.
- Consider a mixed-method approach

Steps to the survey design process:

1. Outline topic(s) and draft items
2. Choose response sets
3. Write and edit items
4. Determine item sequence
5. Review and revise survey
6. Pilot test survey and revise

Should you sample or survey the whole population?

- Representativeness is key
- Choose type of sampling: random, stratified, convenience
- There are many influences on response rates:
  - Timing
  - Multiple contacts/reminders
  - Incentives/compensation
  - Anonymity/confidentiality
  - Survey length
  - Clear instructions
  - Order of questions
  - Question wording

Confidentiality vs. Anonymity

- Confidential:
  - Responses may be identifiable, but data kept contained to a specific set of reviewers
- Anonymous:
  - Responses cannot be attributed to an individual and participants not tracked