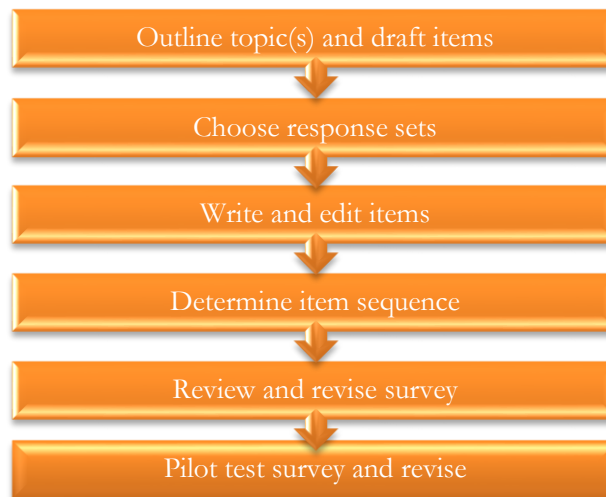


Survey Design

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:



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