CSci 110: Conducting Surveys

Goal: To gather empirical data in an organizational or social setting

**Fact-Finding Methods**
- Face-to-Face Interview
- *Questionnaire or survey*
- Record Sampling
- Observation

**Developing an effective survey instrument:**

- **Who** - who will fill it out?
  - age, literacy level, other limitations

- **Why** - what are you trying to find out?
  - you only get one shot
  - get too much, rather not enough, info if possible

- **What are constraints?**
  - Time
  - Location - on the spot, telephone, mail-in
  - Actual administration of survey
  - Tabulation of results

- **Kinds of data collected:**
  - demographic - background info - age, gender, years of experience, etc.
  - facts - yes, no, checklists, open-ended responses
  - attitudes and opinions - Likert scale, yes or no, open-ended responses

- **How do you decide what kind of data to collect?**
  - What are you going to do with it? (inform, persuade, infer)
  - How easy will it be to analyze? (numbers vs content analysis)

- **Format of survey instrument:**
  - quick answer
  - easy to understand
  - as short as possible

Design --> Pilot test --> Revise --> Administer to desired population