

### USP 187 Survey Methods Review

1. What are you trying to find out with your survey?
  - a. Research question should match the survey method, population, questions, etc.
2. What is the population your question addresses?
  - a. Can you attempt survey the population?
  - b. If not, how will you sample?
    - i. Random Sampling (randomly select from population)
      1. Use Excel to generate random numbers
    - ii. Systematic Sampling (every  $n^{\text{th}}$ )
      1. Removes bias in who the surveyor selects
    - iii. Non-random/Convenience Sample – most convenient/nearest respondents
      1. Introduces bias in who chooses to respond
    - iv. Snowball Sample (Identified individuals inform you of other respondents)
      1. Introduces bias by limiting representativeness
  - c. Will you have a control group?
    - i. Control group consists of subjects who do not receive the treatment
    - ii. This is ideal but often very difficult or impossible
3. How / when / where will you conduct your survey?
  - a. Survey needs to fit the time and method of distribution (email vs. in-person)
  - b. Multiple locations and/or times are preferable
    - i. Limit bias that could from the location and/or the time
4. How will you structure your questions?
  - a. See list in Robson pgs. 245-6
  - b. Key points:
    - i. Keep them short and easy to understand
    - ii. Don't using leading or biased questions
  - c. Make sure questions are ordered, grouped, and numbered appropriately
  - d. Types of questions
    - i. Open-ended (lengthy answer; can be harder to analyze)
    - ii. Closed-ended (yes/no/don't know/no opinion/not sure)
    - iii. Scaled questions (numbered; excellent/good/poor; thermometer)
    - iv. Try to mix and match
5. Logistics of Surveying
  - a. Practice on volunteers (both familiar and not familiar with your project)
  - b. Human Research Protections Program ([irb.ucsd.edu](http://irb.ucsd.edu))?
  - c. Safety first
  - d. Consider how you present yourself and your survey
  - e. If responses are limited try more time or another location or surveying method
  - f. Target number of respondents is usually 30, but your final number should correspond to your research question and survey format/method, so may be above or below 30
  - g. Don't be afraid of null results
6. Analysis
  - a. For quantitative analysis, graphs, etc. closed-ended or scaled questions are best
  - b. Try to remain as objective as possible in analyzing open-ended questions