

Critique Freshman Survey

- **We designed the Old Dominion University Freshman Survey using**

Determine Sequence of Items

- Organize items to create a smooth flowing survey
- Group items into logically coherent sections with smooth transitions between sections

4 -27

Determine Sequence of Items

- Tips:
 - Begin with interesting items clearly connected to the goals of the survey
 - Use a funnel approach asking broad general items followed by more specific items
 - Make items independent so that answers do not affect each other
 - Ask sensitive items after the beginning and before the end
 - Ask objective items (“Have you participated in ...?”) before subjective items (“How would you rate...?”)
 - Put easy-to-answer items like demographics at the end (sets respondents’ minds at ease when they can see the connection between demographic items and other survey items)

4 -28

Determine Physical Characteristics of Survey

- **General format considerations**
 - Use study title on first page
 - Include name, address, and phone number of researcher on survey and cover letter
 - Make survey appealing to the eye
 - Do not squeeze items onto the page
 - Do not use small fonts to get more items on the page
 - Provide brief clear instructions at beginning and each time they change

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Task #9

Pilot Test and Revise Survey



Pilot Test and Revise the Survey

- **Pilot test**
 - Invite group of potential respondents to a meeting
 - Administer the cover letter and survey
 - Time them
 - Collect surveys to test data analysis procedures
 - Distribute a clean copy and lead a discussion critiquing the survey section by section
- **Pilot test BOTH the survey AND methodology by mailing it out to a sample or calling respondents on**

4 -36

Administer the Survey

- Write an inviting cover letter
 - Personal communication -- ask them to help you

Analyze the Data and Report the Results

- Answer the research questions
- Computer analyses
 - Frequencies and means
 - Crosstabulations
 - Scales -- Factor analyses
- Qualitative analyses (open-ended)
 - Emerging themes and trends
- How will the data be reported?
 - Narrative report+ tables
 - PowerPoint presentation
 - Executive summary
 - Different formats for different groups

4 -41

