



# SURVEY METHODOLOGY

Phase 5: Expectation VS Real

## ABSTRACT

Expectation vs Real involves analyzing the total number of answered and non-answered surveys, identifying surveys with carelessness-answered responses, and selecting surveys for analysis based on criteria such as data quality, sample size, and research objectives.



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## Introduction

Phase Five: Expectation vs Real is a critical stage that focuses on evaluating the survey responses based on various metrics. This phase involves assessing the total number of answered surveys, identifying the number of surveys with carelessness-answered responses, determining the total number of non-answered surveys, and selecting the number of surveys that will be considered for analysis.

Our goal is to provide explanations for the number of surveys chosen for analysis based on specific criteria. All of this highlights the importance of data quality, sample representativeness, statistical power requirements, and research objectives in determining the surveys that will be taken into consideration, ensuring reliable and meaningful results.

Based on our proposal, we anticipate a response from a total of **400 participants** in our survey. With this in mind, we are currently progressing towards presenting our findings.

## 1 - Total Number of Answered Surveys

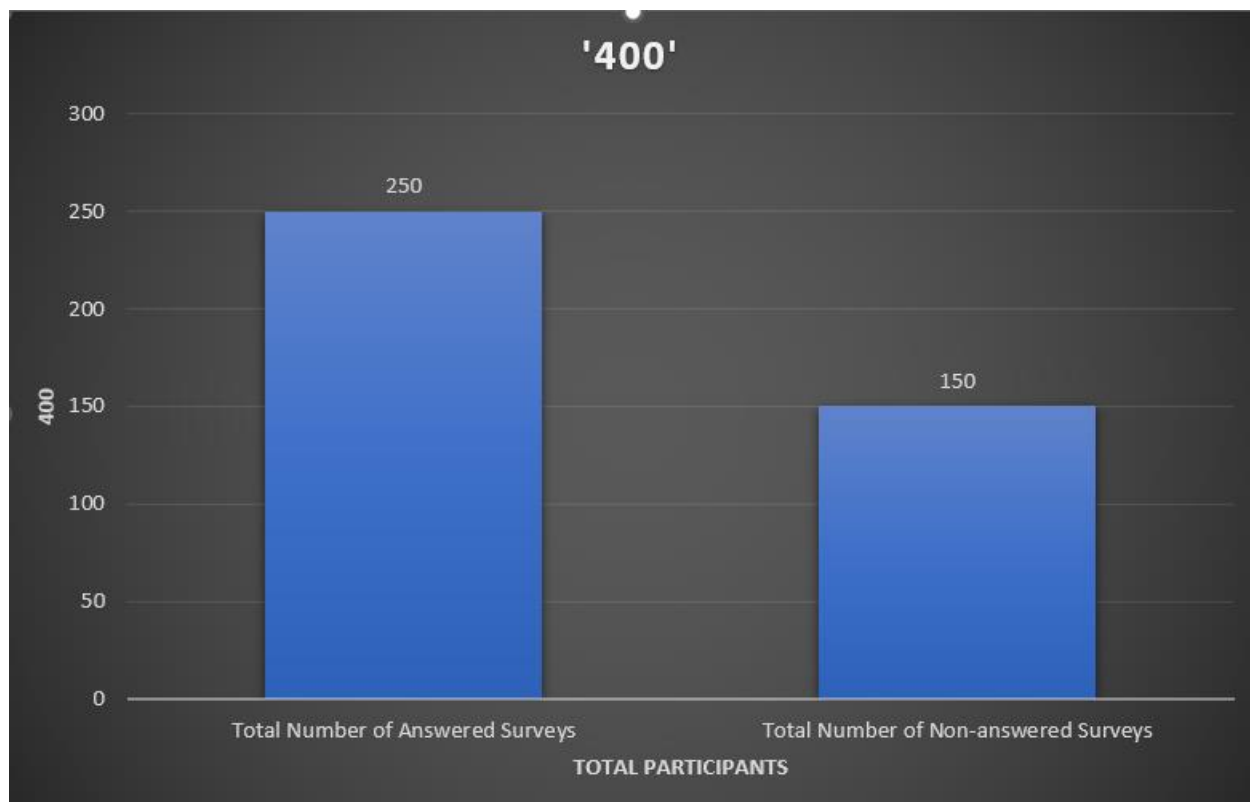
### Introduction

The total number of answered surveys refers to the total number of surveys that were completed and returned by the participants. Out of the total participants surveyed, our comprehensive analysis of the Google form questionnaire indicates that **250 participants** responded, indicating a notable level of engagement and involvement from the target audience.



## Graphical Representation

To visualize the total number of answered surveys, we have created a bar chart displaying the count of completed surveys. The chart provides a clear visual representation of the response rate achieved during the data collection phase.



So, from this representation the response rate observed was **62.5%**, indicating a moderate/high level of engagement from the participants, and **37.5%** indicating the total percentage of non-answered surveys which we will also talk about in the coming findings.

## Importance

The total number of answered surveys plays a crucial role in assessing the overall response rate and determining the representativeness of the dataset. It provides insights into the willingness of participants to contribute their opinions and perspectives, indicating the level of interest and engagement in the survey.

Now we move on to the next point of our findings.

## 2 - Total Number of Non-Answered Surveys

### Introduction

Non-answered surveys refer to those that were not completed by participants or had one or more questions left unanswered. This includes surveys with incomplete responses, skipped questions, or instances where respondents did not provide any input. Non-answered surveys contribute to non-response bias and can impact the representativeness and generalizability of the findings.

Out of the total participants surveyed, our comprehensive analysis of the Google form questionnaire indicates that **150 participants** do not respond to our survey.

### Importance

Tracking non-answered surveys is of paramount importance in survey analysis as it helps identify potential biases and evaluate the completeness of the data. We will explore the significance of monitoring non-answered surveys and its implications for the overall research outcomes.



## **It is also important to understand why these surveys were not completed.**

We think the reason behind non-answered surveys. It is that there was no material motive for participants from the survey. We believe that if there was financial funding and motivation for the participants, the percentage of non-answered surveys could have decreased.

Also, some may feel that this is too much time and too many questions, but we believe that the survey time and the questions are not large, and this is also a relative matter that differs for the respondents.

**on the other side, the main reason for the large number of non-answered surveys, there are a lot of surveys at this time, and there are about 16 other surveys that the students completed, and this of course took a lot of time from them and made them leave some surveys without answering it.**

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✚ These findings highlight the initial expectations of obtaining sufficient responses and set the foundation for further analysis in subsequent phases.

Next, we move on to analyzing the number of surveys with carelessness-answered responses to assess the quality and validity of the data collected.



### 3 - Number of Carelessness-Answered Surveys

#### Introduction

Evaluating the number of carelessness-answered surveys is crucial to ensure data quality and maintain the reliability of the findings.

**Carelessness-answered surveys refer to responses that exhibit signs of inattentiveness or lack of effort from the participants. These responses may include selecting the same response option for all questions, providing inconsistent or contradictory answers, or deliberately failing attention check questions. Carelessness-answered surveys can compromise the integrity of the data and undermine the validity of the analysis.**

#### Methodology

To identify carelessness-answered surveys, various techniques were employed. These techniques included the implementation of attention checks questions strategically placed within the survey to assess the respondent's attentiveness. Additionally, response patterns and inconsistencies were examined to identify potential signs of carelessness in the data.

#### Technique Used in Our Survey

We designed attention check questions which include questions that ensure the respondent's attentiveness and the integrity of their responses.



## Our attention check question from the questionnaire is:

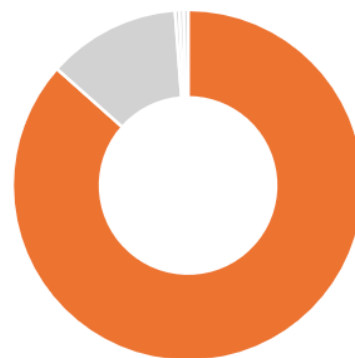
Most of the movies you wanted to watch was because of... \*

- ☐ Trailers
- ☐ Social Media (Viral Videos)
- ☐ Internet Sites
- ☐ Friends Recommendations
- ☐ Other: \_\_\_\_\_

**In Conclusion,** we found that from the total number of respondents received, which is 250, there are **31 carelessness-answered surveys** which means that there is a **total number of non-carelessness responses of 219.**

Field1	Count of Field1
Match	219
No Match	31
	31
	219
Comparison Between Col (C and Q) (blank)	1
Grand Total	253

Match accounts for the majority of 'Field1'.







## 4 - Number of Surveys Taken into Consideration

### Introduction

The selection of surveys for analysis is a critical step in ensuring data quality, representativeness, and meeting the research objectives. And also, the criteria used to determine the number of surveys taken into consideration for the final analysis. Based on the number of answered and non-answered surveys and the number of carelessness-answered surveys, we can determine the number of surveys that will be taken into consideration.

### Methodology

We mentioned that strategically placed attention test questions were used to assess the respondent's attention and to examine response patterns and inconsistencies.

Then we found that the **number of surveys that will be taken into consideration is 219** based on the attention check question, and **31 surveys will be ignored**, which is the number of surveys that were answered carelessly.

### Reasons Behind the Number Considered

The reasons behind the **219** considered surveys are the surveys data quality, completion rate of the survey by the participants, Sample size we considered in our third phase, also our research objectives play an important role, and lastly, the resource constraints which means the practical considerations, such as budget, time, and available resources.



## Conclusion And Recommendations

Overall, this report emphasizes the importance of monitoring data quality, mitigating carelessness-answered responses, addressing non-response biases, and ensuring the representativeness of the selected surveys. It is recommended to consider the limitations of the survey analysis process, such as potential response and non-response biases when interpreting the findings.

``Thank you and hope we have made our report clear. `` 🥰❤️