

# TESTING YOUR IDEA: SURVEYS

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ONLINE

# Conducting Surveys

- Surveys should be done after interviews
- Surveys can be used to convince or to analyze



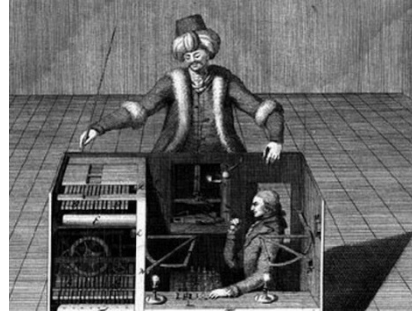
# Finding a sample

Sample Size: 
$$n = \frac{Z^2 p(1-p)}{d^2}$$

for large populations, 95% CL, +/-10% 96, +/-6% 267, +/-5% 384



- Convenience Samples
  - School
  - Friends
  - Facebook



- Purchased samples
  - Mechanical Turk (\$.25-\$.75 per survey)
  - Google Surveys (good for US, short questions)
  - Professional panels



- ▶ Targeted ads
  - ▶ LinkedIn
  - ▶ Facebook
  - ▶ Adwords

## General notes on question types

- Consider demographic questions at top
- Only use Yes/No to qualify
- Be careful with open-ended questions

## Question types: Multiple Choice - Bad

Q: Given the state of the economy, where do you buy sweaters?

- a. Amazon
- b. Mass merchandisers
- c. Clothing stores
- d. Other online sites

## Question types: Multiple Choice - Better

Q: Where have you bought the most sweaters from in the past 12 months?

- a. Amazon
- b. Other online sites
- c. Physical mass merchandisers (such as Costco, Walmart, etc.)
- d. Physical clothing stores (such as GAP, Lands End, etc.)
- e. I have not bought sweaters in the last 12 months
- f. Other [please specify]

## Question types: Rating Scales -Bad

- It is hard to find the right sweater, rate how much you comparison shop before buying a sweater:
  - 1
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7
  - 8
  - 9
  - 10

## Question types: Rating Scales -Better

- How often do you comparison shop before buying a sweater
  - 1. Never
  - 2. Rarely
  - 3. Sometimes
  - 4. Most of the time
  - 5. All the time



## Questions on pricing/features - Bad

- How much would you pay for a great new sweater delivered to you every month?
  - \$5
  - \$10
  - \$50
  - \$200

## Questions on pricing/features – Better (Monadic)

- How willing would you be to subscribe to a service for \$20/month that sends you a sweater every month like one of the ones below?
- Randomize the question someone gets
- Don't do: pricing ladder, Von Westendorp, open-ended questions
- Best approach is conjoint analysis

# How do you know if you have good questions?

- Pretest!
  - Initially face-to-face
  - Then, small sample
- Looking for:
  - Variance (surprise!)
  - Comfort and understanding questions
  - Missing options, frustrated choices
  - Annoyance and bias
  - Timing

# Analyzing results

- Response rates
- Under 20% a problem
- Use comparisons to the overall population to identify bias (census questions)

23. Why did you decide to raise money from Kickstarter (check all that apply)				
#	Answer		Response	%
1	The project could not have been funded without raising the goal	<div></div>	87	54%
2	To see if there was demand for the project	<div></div>	112	69%
3	Other traditional financing options (bank loans, VC seed funding, etc.) were not available or sufficient	<div></div>	47	29%
4	As a way of marketing my project	<div></div>	108	67%
5	To get ideas on how to improve my project	<div></div>	32	20%
6	Because it was a condition or precursor to receiving other investment	<div></div>	3	2%
7	To connect directly with a community of my fans or supporters	<div></div>	92	57%

benefit_outsidefunds	Coef.	Robust Std. Err.	z	P> z	[95% Conf. Interval]	
goal	.5232219	.4850774	1.08	0.281	-.4275125	1.473956
duration	-.002474	.0170157	-0.15	0.884	-.035832	.030884
feat	-.8515788	.674962	-1.26	0.207	-2.17448	.4713224
design	.8003012	.4822992	1.66	0.097	-.1449878	1.74559
technology	.6535419	.5090977	1.28	0.199	-.3442713	1.651355
ifunded	.4392282	.2707948	1.62	0.105	-.0915199	.9699763
formal	1.684293	.3655515	4.61	0.000	.9678253	2.400761
projectyear						
2011	-1.687358	.8108774	-2.09	0.036	-3.286648	-.1080672
2012	-1.870936	.8158523	-2.29	0.022	-3.469977	-.2718947
reason_couldnotbe_funded	.0759953	.3720231	0.20	0.838	-.653172	.8051626
reason_precursor	3.41485	.9829184	3.47	0.001	1.488365	5.341334
seekpriorfunds_creators	.2113608	.3718474	0.57	0.570	-.5174468	.9401683
seekpriorfunds_familyfriends	1.15186	.4354832	2.65	0.008	.298329	2.005392
seekpriorfunds_externalfinancial	-1.374262	.4428174	-0.31	0.756	-1.005332	.73048
next_steps	.5904768	.4529629	1.30	0.192	-.2973143	1.478268
entity_objective						
2	-.001092	.5228593	-0.00	0.998	-1.028289	1.023105
3	-2.685254	.6279021	-0.43	0.669	-1.495191	.9621401
growth_con	-.0028526	.0154007	-0.19	0.853	-.0330375	.0273323



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