



SOCL 2321 Research Methods
Ineke Marshall
Introduction to Survey Creation and Analysis

About This Project

In this group project, your overall goal is to better understand first year students' experiences at Northeastern. You will create a collaborative survey with your group based on the questions brought to class, learn how to analyze the survey using basic Google Sheets functions, choose one survey participant to conduct a follow-up interview, and finally transcribe and analyze that interview.

For today, you will be:

- Creating a collaborative Google Form with a section to invite participants for a follow-up interview
- Filling out the other groups' surveys
- Looking over your own survey's results (if there is time)

Before the 10/28 class meeting, you will:

- **Choose** *one* participant to interview based on their answers. This will probably be a participant whose experience you would like to know more about.
- **Conduct** a 5 minute interview–no longer–with the participant. Prepare 2-3 short questions that build off their survey answers.
- **Transcribe** that interview and bring the transcription to the 10/28 class meeting

Google Forms

Google Forms are a collaborative way to make surveys. Here are some of the types of questions that can be created:

- **Short Answer:** open-ended questions that usually invite a 1-5 word answer. These questions usually yield qualitative results.
- **Paragraph:** open-ended questions that usually invite longer prose. These questions usually yield qualitative (textual & interpretable) results.

Find these slides and more at <http://bit.ly/dti-fall2019-marshall-2>

Questions? Contact us!

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- **Linear Scale:** questions that invite users to choose from a lower to higher number that match their experience. These questions usually yield quantitative (numerical) results.
- **Multiple choice:** questions that only have specific answers and the user can only click one. These questions usually yield quantitative (numerical) results.
- **Checkboxes:** questions that only have specific answers and the user can click multiple. These questions usually yield quantitative (numerical) results.

Collaborative Survey Creation

In your group, create a survey with approximately 7-10 questions. Choose questions based on your groups' research interest. You do not want your survey to be too long, as survey fatigue will skew your results, but you want enough substantial results to be able to make an argument.

Try out the different types of questions, figuring out the best question type for each question. For example, which question will be suitable for a paragraph answer? These are usually *description* questions ("Describe your...")

Links Used in Class

- Sample food survey: <http://bit.ly/dti-marshall-food-survey>
- Document for class survey links: <http://bit.ly/dti-marshall-survey-links>