



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, VADODARA

MEETUP

Survey Analysis

Author:

RADHEYSHYAM

Review:

POOJA, SHUBHAM

Date: 20-10-2018

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1 Design the Survey

Before we create any survey it is important to think about its purpose. Some of the common purposes of the survey are:

1. Compiling market research
2. Soliciting Feedback
3. Monitoring performance

First, decide or write down the specific knowledge which you want to gain from the survey with some couple of simple questions which might answer our hypothesis.

Next, to the answers write down the percentage of responses which we want in each option, and comparing these result will reveal where our project intuition is strong and where blind-spots exist.

This pre-survey process will also help us synthesize the important aspects of the survey and guide our design process. Remember: As the scope of our survey widens, fewer people are likely to respond, making it more difficult for us to act on results. Simplicity is probably the most important—and most under-appreciated—survey design feature.

2 Survey Questions Answer style

This is the most important factor for any of survey design, the way we structured questions and answer will define the limits of analysis that will available to us when we will summarize our result. So before that, we should think about that how will we summarize the responses to questions as we design them? There is four main question and answer style:

1. Categorical
2. Ordinal
3. Interval
4. Ratio Data

There is one more factor which will decide our number of respondents and it is the phrase of questions, so here are some key points for that and these will define the quality of our survey questions,

1. Avoid leading questions
2. Allow for NA and Neutral responses
3. Avoid compound questions
4. Use simple language
5. Randomize question

Have you ever faced problem in selecting any place for hangout with friends? *

- ☐ Yes
- ☐ No
- ☐ Maybe

How often do you hangout with your friends? *

	1	2	3	4	5	6	7	8	9	10	
Rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Often

How you and your friends decide a place to hangout? *

- ☐ Conference Call
- ☐ Google Search
- ☐ Discuss on Whatsapp group
- ☐ Go to any random place
- ☐ Other...

What kind of places do you prefer for hangouts? *

- ☐ Should be located in very accessible location.
- ☐ Good ambience
- ☐ Good Quality of Food.
- ☐ Should be within your budget
- ☐ Other...

Do you want an application to list down hangout places based on preferences(like quality of food and ambience)?

- ☐ Yes
- ☐ No
- ☐ Maybe

How likely are you to use our application to decide a place to hangout? *

	1	2	3	4	5	6	7	8	9	10	
Not such helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Would be very helpful

3 Selecting Survey Respondents

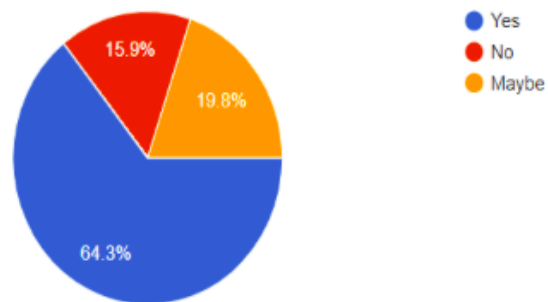
Normally in most of the survey for respondents, we ask to the small portion of the larger population, even though they are among our service or not. For selecting respondents, the methods we have used

1. Via emails
2. Via direct messages(WhatsApp)
3. Via Feed or post(Facebook, LinkedIn)
4. Link On websites

4 Analyzing Survey result

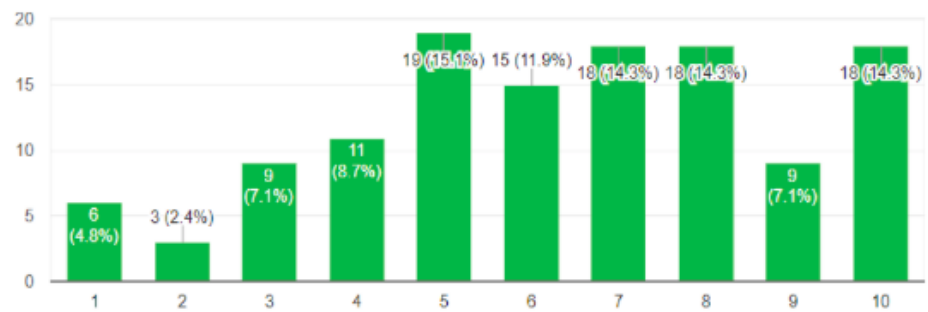
Have you ever faced problem in selecting any place for hangout with friends?

126 responses



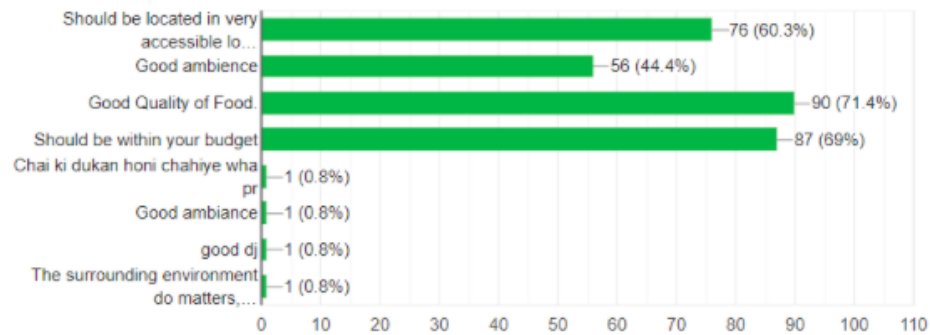
How often do you hangout with your friends?

126 responses



What kind of places do you prefer for hangouts?

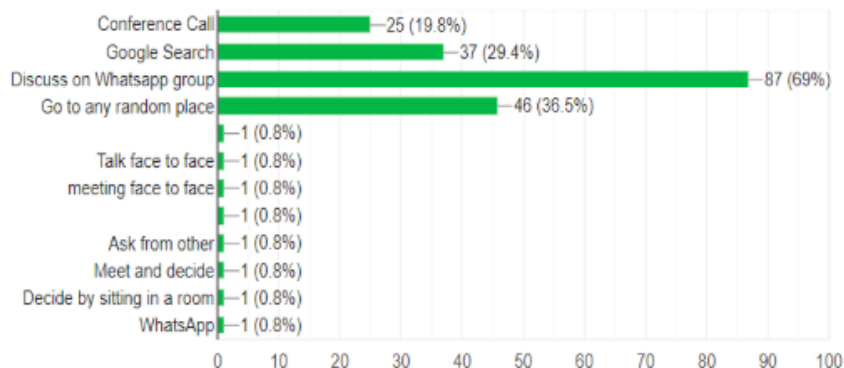
126 responses



How you and your friends decide a place to hangout?

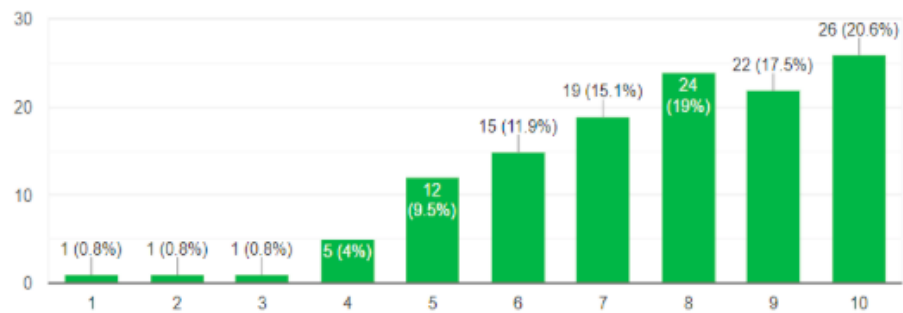


126 responses



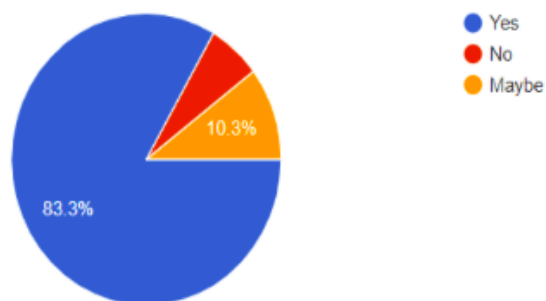
How likely are you to use our application to decide a place to hangout?

126 responses



Do you want an application to list down hangout places based on preferences(like quality of food and ambience)?

126 responses



5 Interpretation of Survey result

For interpreting the survey always keep in your mind that

1. Focus on High Points
2. Collect a Few Baseline Surveys Before Making a Large Change.
3. Respect Your surveys limitations.

6 References

1. <https://docs.google.com/forms/d/1MoqmKYMLRvt7DuwZ2euMo10CzF-j4fIWKnj3fPjEmAM/editresponses>
2. <https://docs.google.com/forms/d/1MoqmKYMLRvt7DuwZ2euMo10CzF-j4fIWKnj3fPjEmAM/edit>