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#ucla

Meaningful Survey Design

Albert S. Kochaphum

Week 4 | April 22nd, 2021

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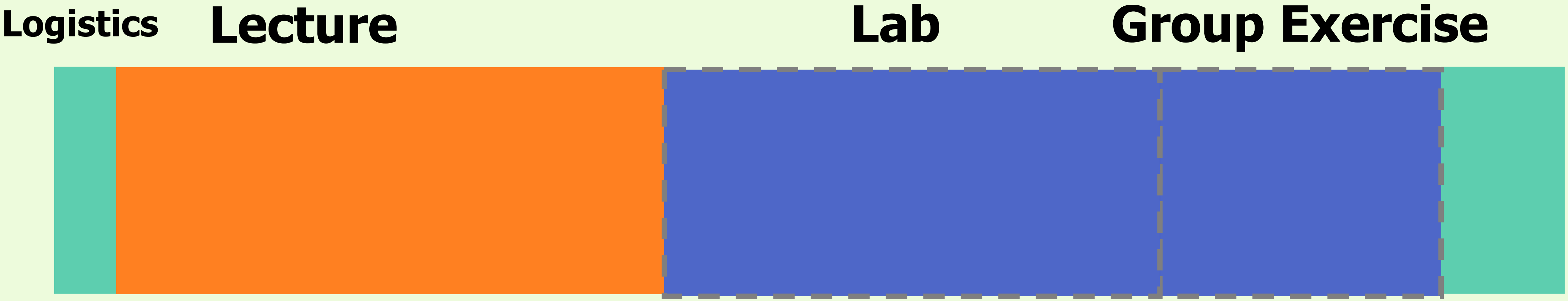
Please fill in the survey

ⓘ Start presenting to display the poll results on this slide.

Today's Agenda



Logistics

Lecture

Lab

Group Exercise

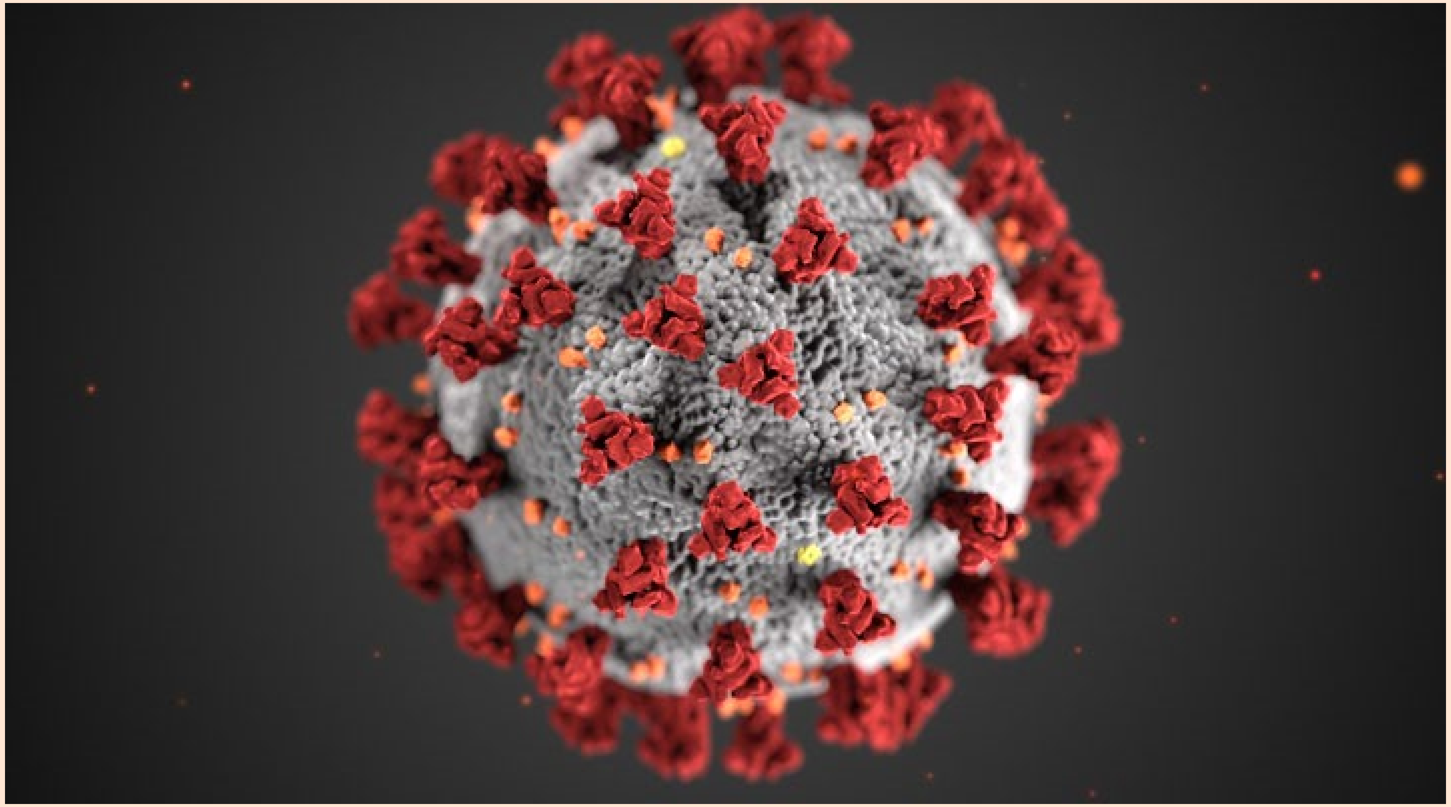
Logistics

Group Assignment #3 “Survey” due Thursday 4/29

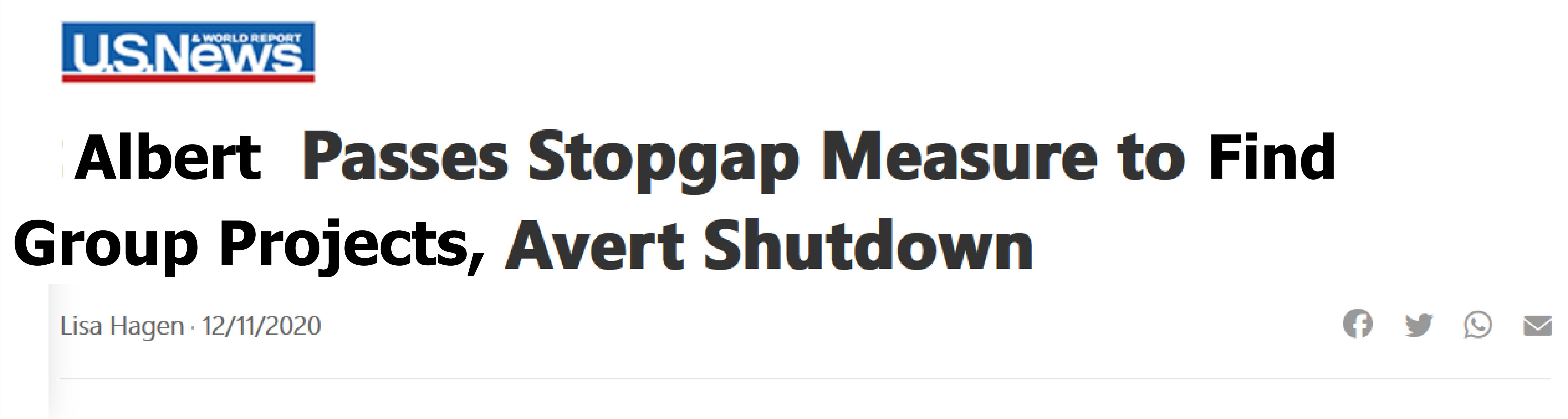
Principles of Survey Design

Why are we doing surveys?

- **Ideally, we’d be in the field but…**



Why are we doing surveys?

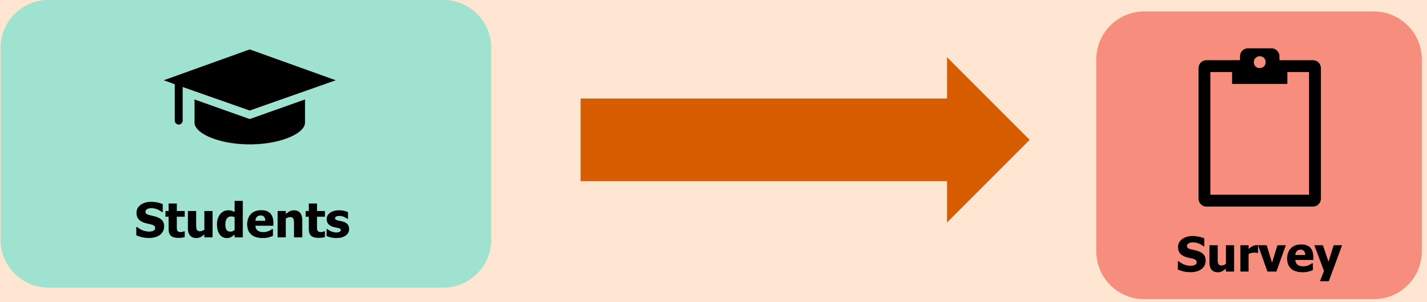

U.S.News & WORLD REPORT

Albert Passes Stopgap Measure to Find Group Projects, Avert Shutdown

Lisa Hagen · 12/11/2020

Reaffirming the group options

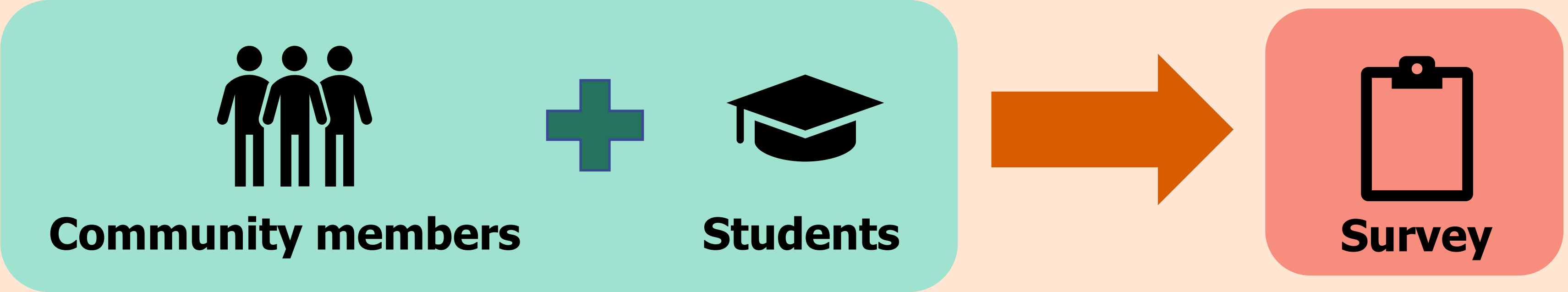
Option A: Application Prototyping



Students

Survey

Option B: Application Deploying



Community members

+

Students

Survey

Community Focused Surveys

Let the community speak for itself.

We should not be making any “conclusions”

Important points

1. Test your survey!

2. We are here to listen and empower **NOT** take information and leave.

3. Acknowledge and try to avoid as much bias as possible

4. Keep it short.

#1 Reason why you should test your survey...

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#1 Reason why you should test your survey.

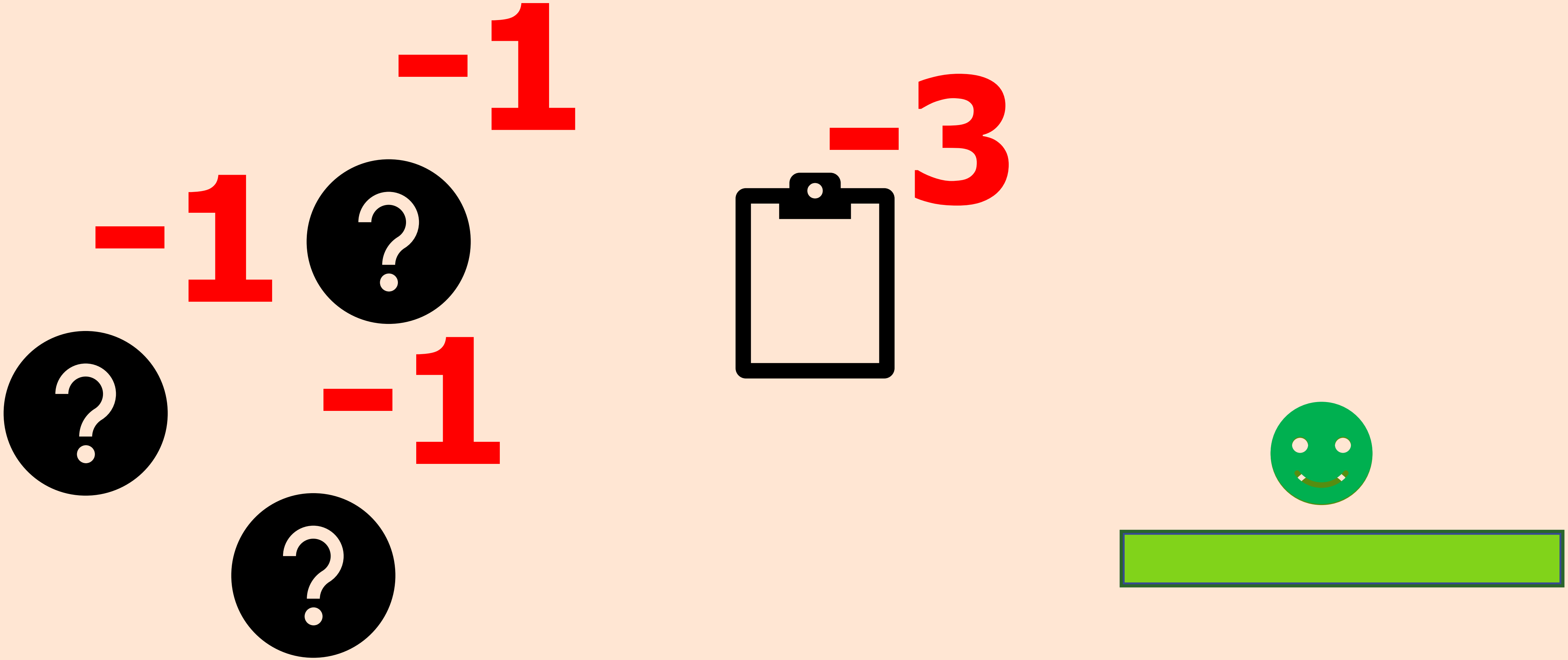
ⓘ Start presenting to display the poll results on this slide.

Respecting the community.

Checking for respect

- Each question **MUST** have an important purpose
- If a question is not necessary, **DO NOT** ask it just because it'd be "nice to know".
- Less is more.
- Each question takes someone's time
- Each survey to contributes to survey fatigue

A note about survey fatigue



A note about survey fatigue

Every time a survey that goes out it reduces the chance of future surveying in that same community or group.

So… make it pleasant and meaningful, another chance may not come.

#2 - We are hear 2 listen

How we listen is important

- Access to internet may be limited
- Language barriers
- Dependent on social networking
- All the above could create biased responses

How we listen is important

- Focus on open-ended questions.
- Do not “lead” (i.e. try to get a specific answer) in questions both open-ended and closed.
- If you must include closed-ended, do not have:
    - Tons of options
    - Long options

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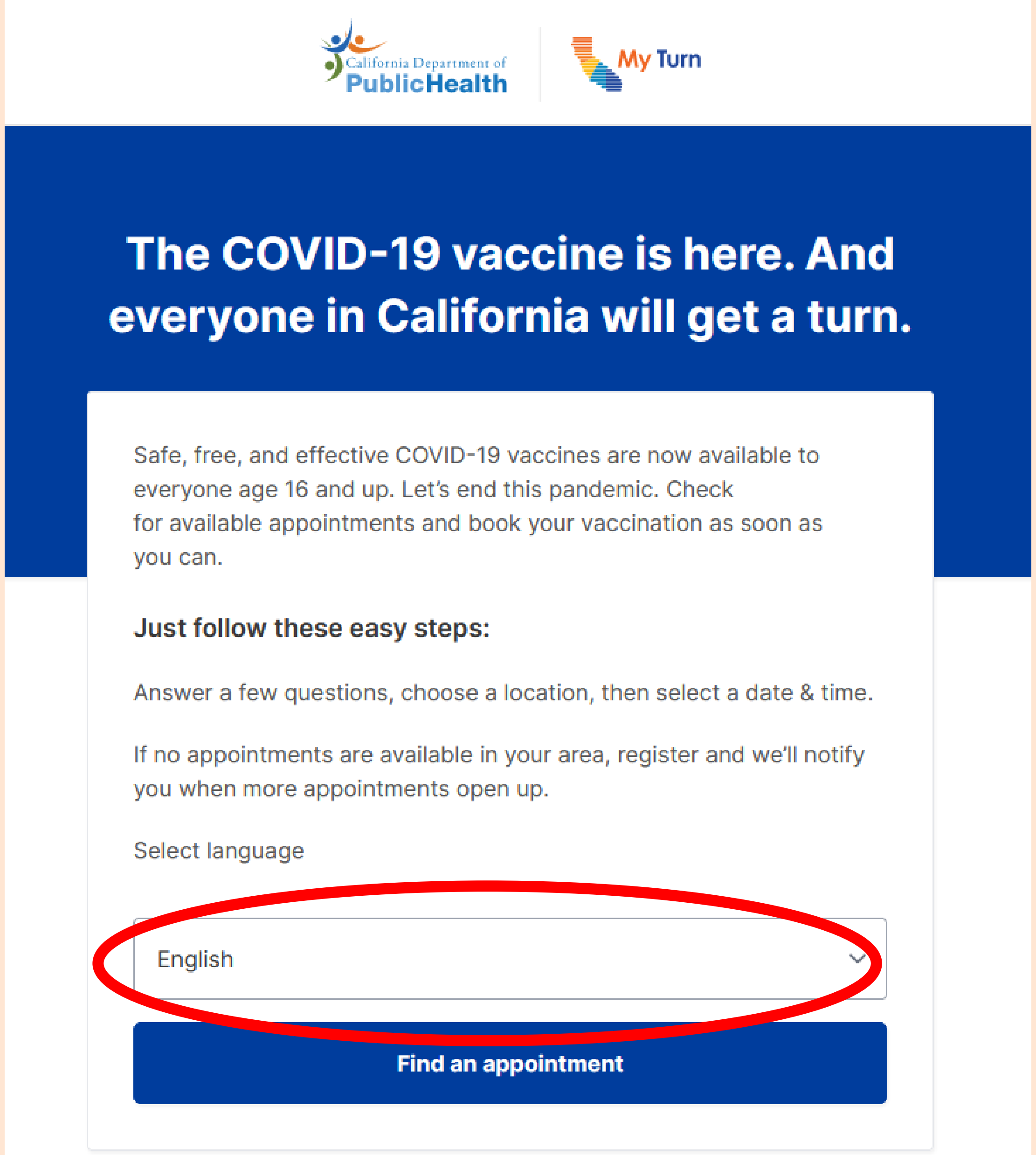
Why do you think too many options is bad?

ⓘ Start presenting to display the poll results on this slide.

Example about language barriers



California Department of PublicHealth
My Turn

The COVID-19 vaccine is here. And everyone in California will get a turn.

Safe, free, and effective COVID-19 vaccines are now available to everyone age 16 and up. Let’s end this pandemic. Check for available appointments and book your vaccination as soon as you can.

Just follow these easy steps:

Answer a few questions, choose a location, then select a date & time.

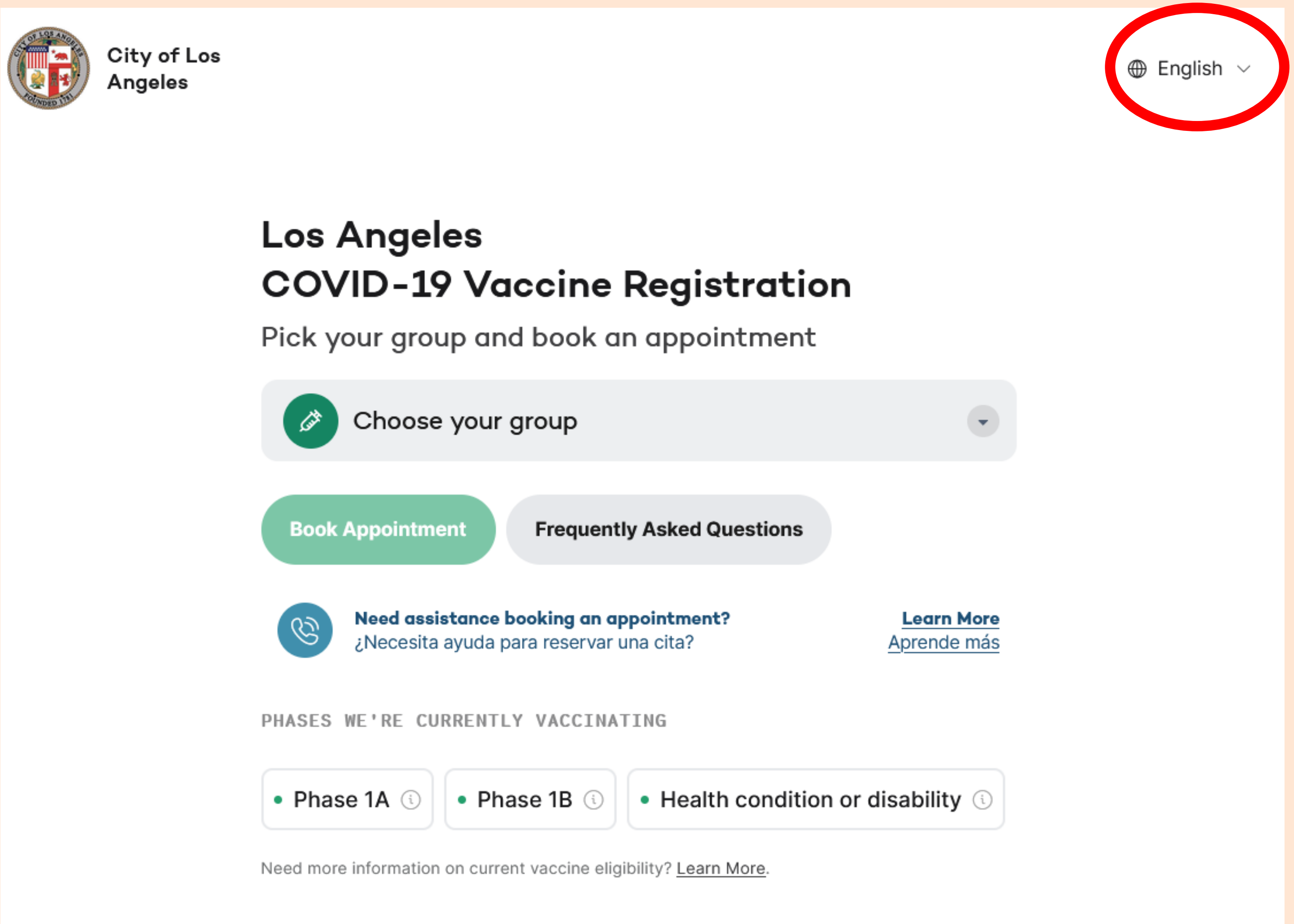
If no appointments are available in your area, register and we’ll notify you when more appointments open up.

Select language

English

Find an appointment

Exhibit A.



City of Los Angeles

English

Los Angeles
COVID-19 Vaccine Registration

Pick your group and book an appointment

Choose your group

Book Appointment
Frequently Asked Questions

Need assistance booking an appointment?
¿Necesita ayuda para reservar una cita?

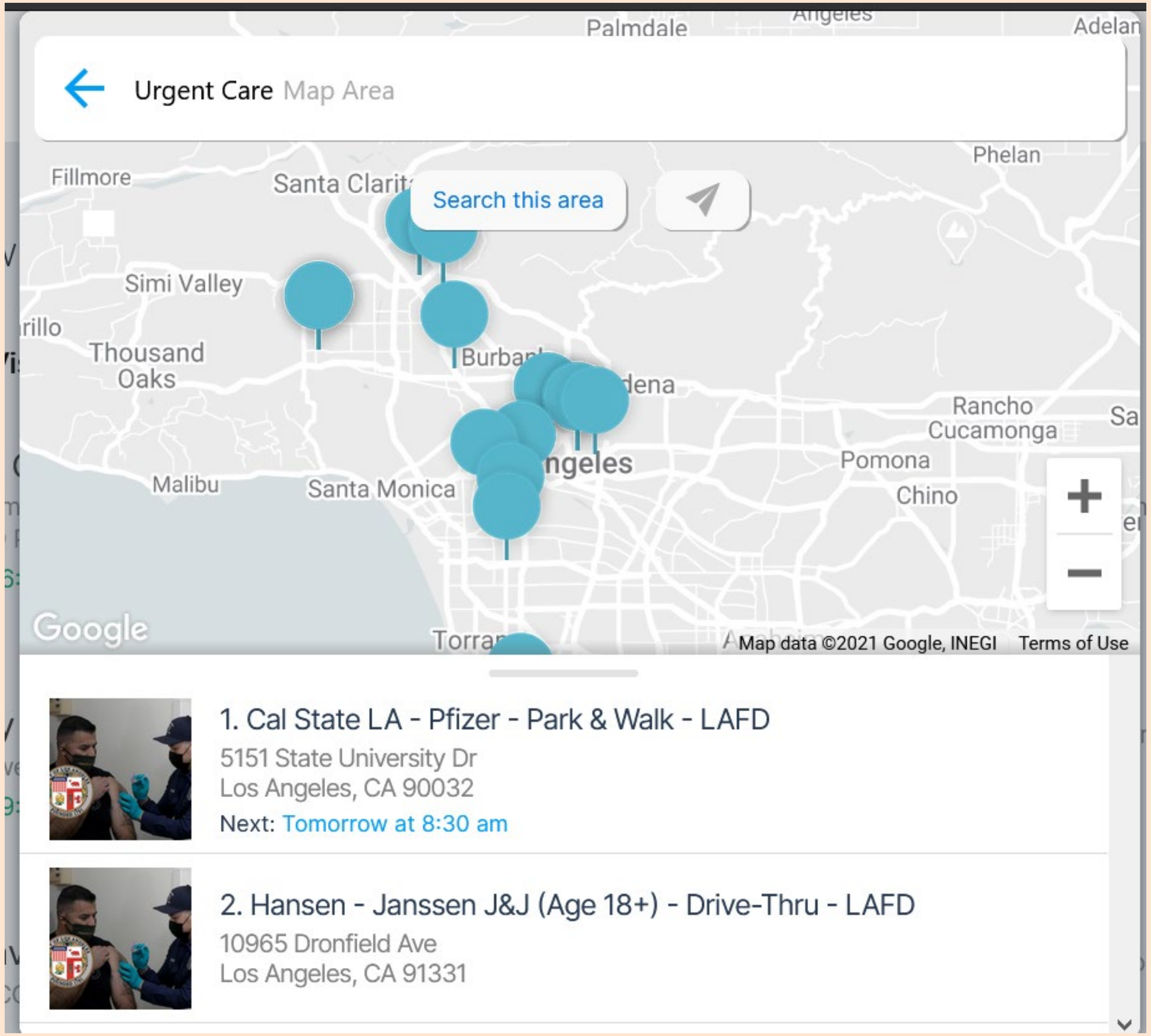
Learn More
Aprende más

PHASES WE'RE CURRENTLY VACCINATING

Phase 1A
Phase 1B
Health condition or disability

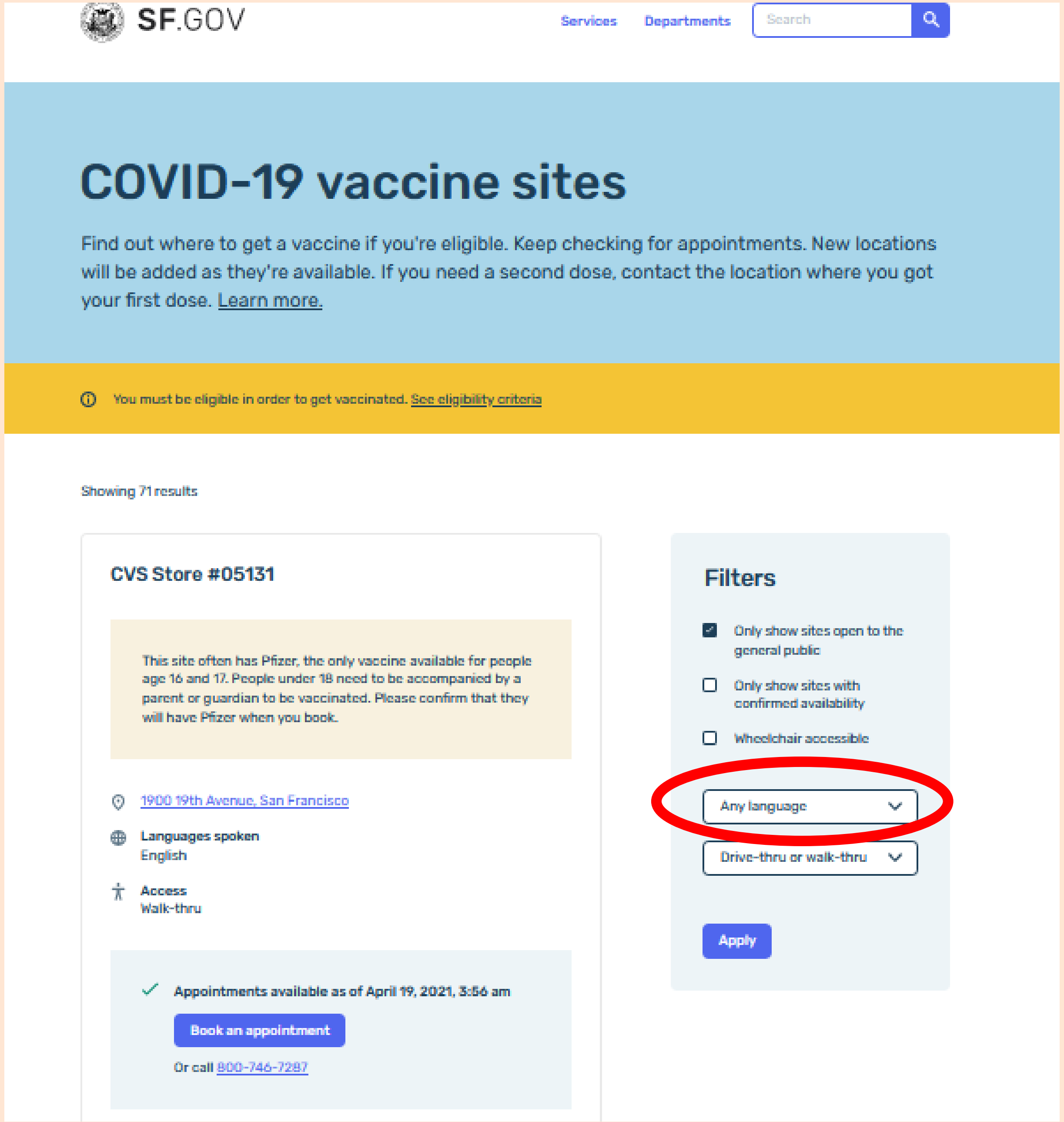
Need more information on current vaccine eligibility? Learn More.

Exhibit B.


Urgent Care Map Area
Search this area
Palmdale
Adelan
Phelan
Fillmore
Santa Clarit
Simi Valley
Thousand Oaks
Burban
dena
Rancho Cucamonga
Pomona
Chino
Malibu
Santa Monica
ngeles
Torran
Google
Map data ©2021 Google, INEGI
Terms of Use

1. Cal State LA - Pfizer - Park & Walk - LAFD
5151 State University Dr
Los Angeles, CA 90032
Next: Tomorrow at 8:30 am

2. Hansen - Janssen J&J (Age 18+) - Drive-Thru - LAFD
10965 Dronfield Ave
Los Angeles, CA 91331



COVID-19 vaccine sites

Find out where to get a vaccine if you're eligible. Keep checking for appointments. New locations will be added as they're available. If you need a second dose, contact the location where you got your first dose. Learn more.

You must be eligible in order to get vaccinated. See eligibility criteria

Showing 71 results

CVS Store #05131

This site often has Pfizer, the only vaccine available for people age 16 and 17. People under 18 need to be accompanied by a parent or guardian to be vaccinated. Please confirm that they will have Pfizer when you book.

1900 19th Avenue, San Francisco

Languages spoken
English

Access
Walk-thru

Appointments available as of April 19, 2021, 3:56 am

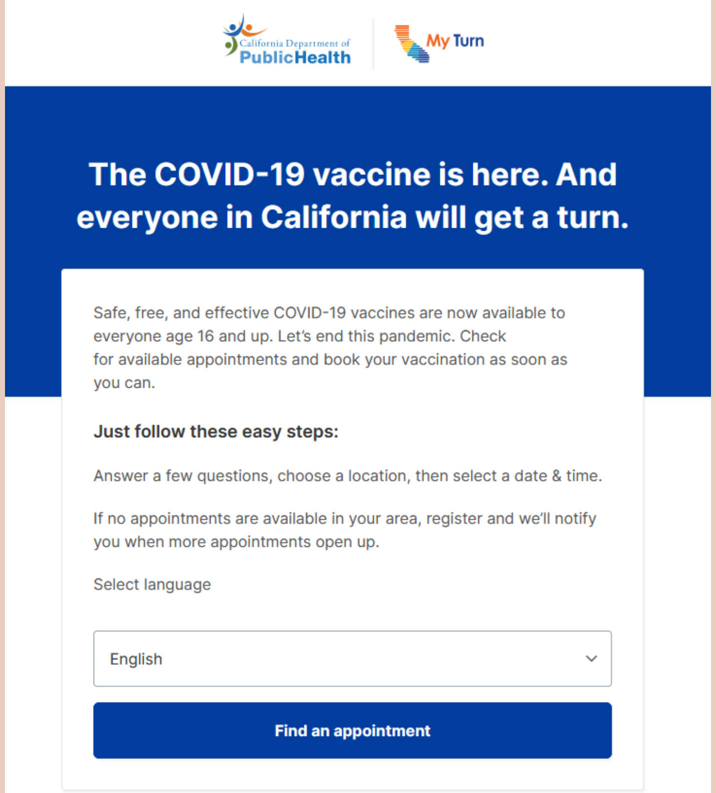
Or call 800-746-7287

Filters

☑ Only show sites open to the general public
☐ Only show sites with confirmed availability
☐ Wheelchair accessible

Any language
Drive-thru or walk-thru

Exhibit C.


California Department of Public Health | My Turn

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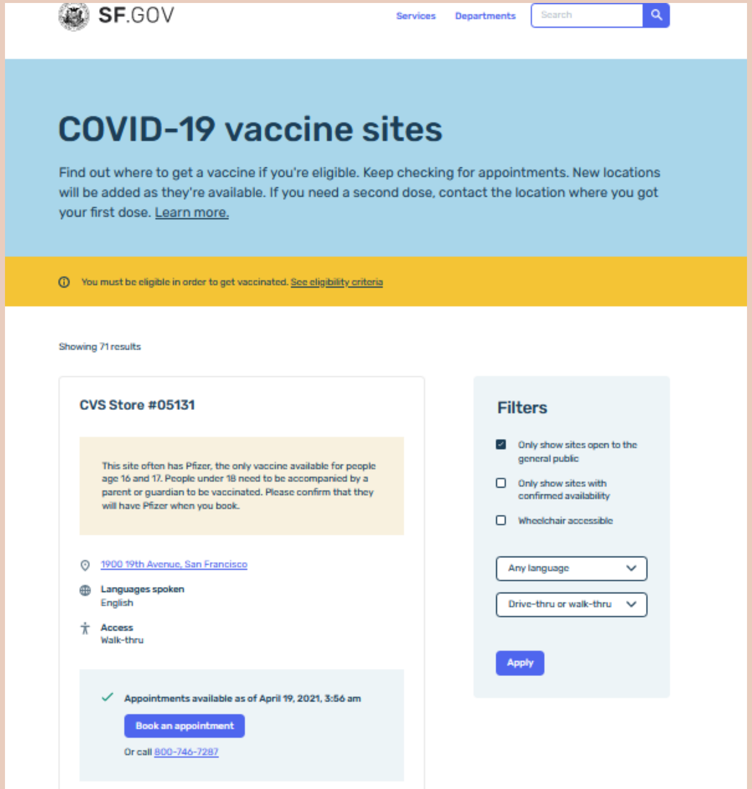
Select language

English

Find an appointment


SF.GOV Services Departments Search

COVID-19 vaccine sites

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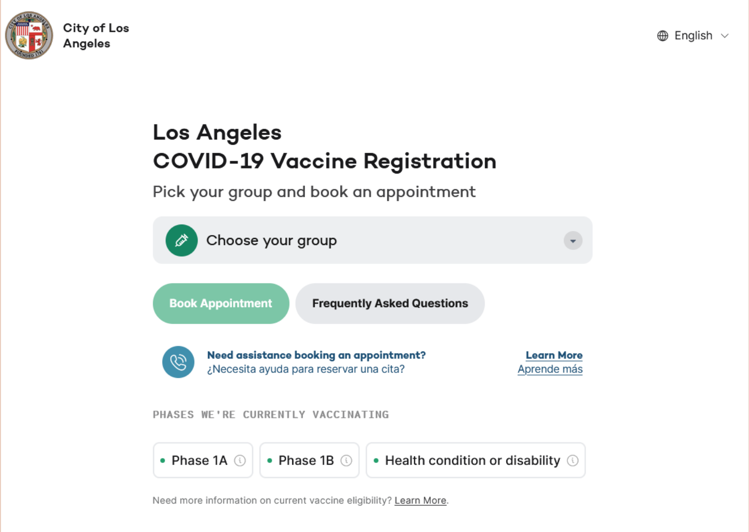
Any language

Drive-thru or walk-thru

Apply


City of Los Angeles

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COVID-19 Vaccination Sites

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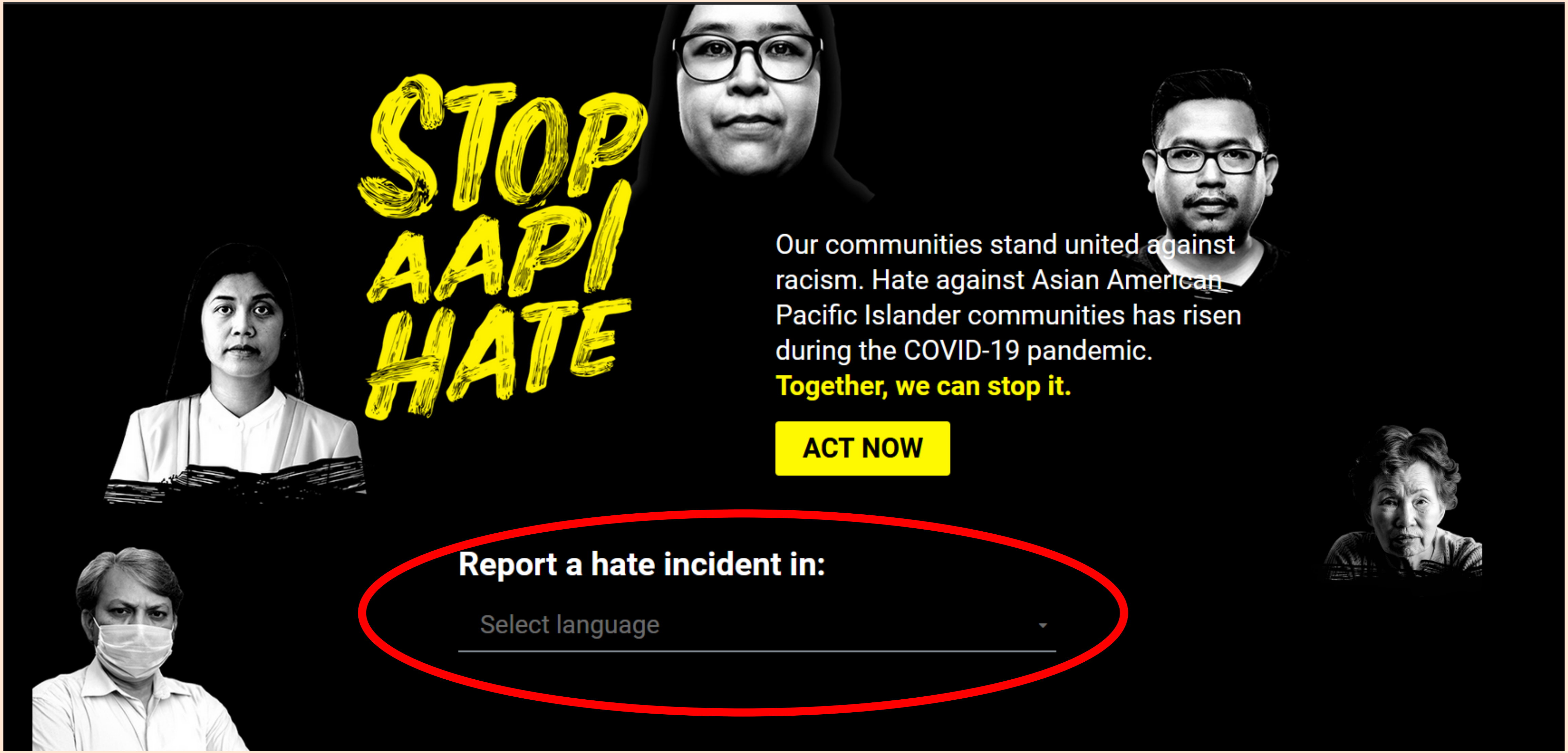
Which do you think is most accessible to Non-English speakers?

ⓘ Start presenting to display the poll results on this slide.

Doing better


STOP AAPI HATE

Our communities stand united against racism. Hate against Asian American Pacific Islander communities has risen during the COVID-19 pandemic.

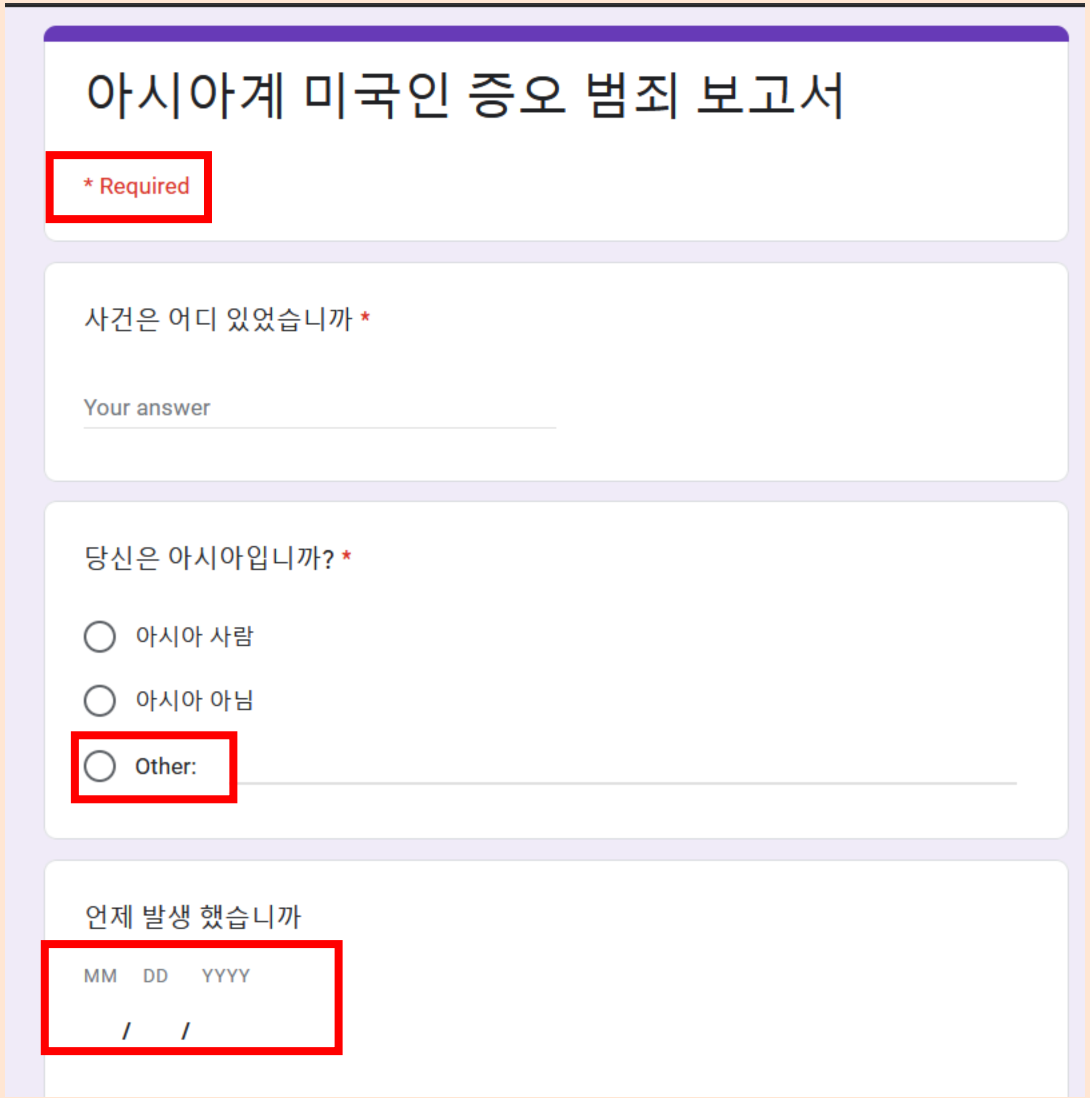
Together, we can stop it.

ACT NOW

Report a hate incident in:

Select language

Note: Google Forms vs. Microsoft Forms



아시아계 미국인 증오 범죄 보고서

* Required

사건은 어디 있었습니까 *

Your answer

당신은 아시아입니까? *

○ 아시아 사람

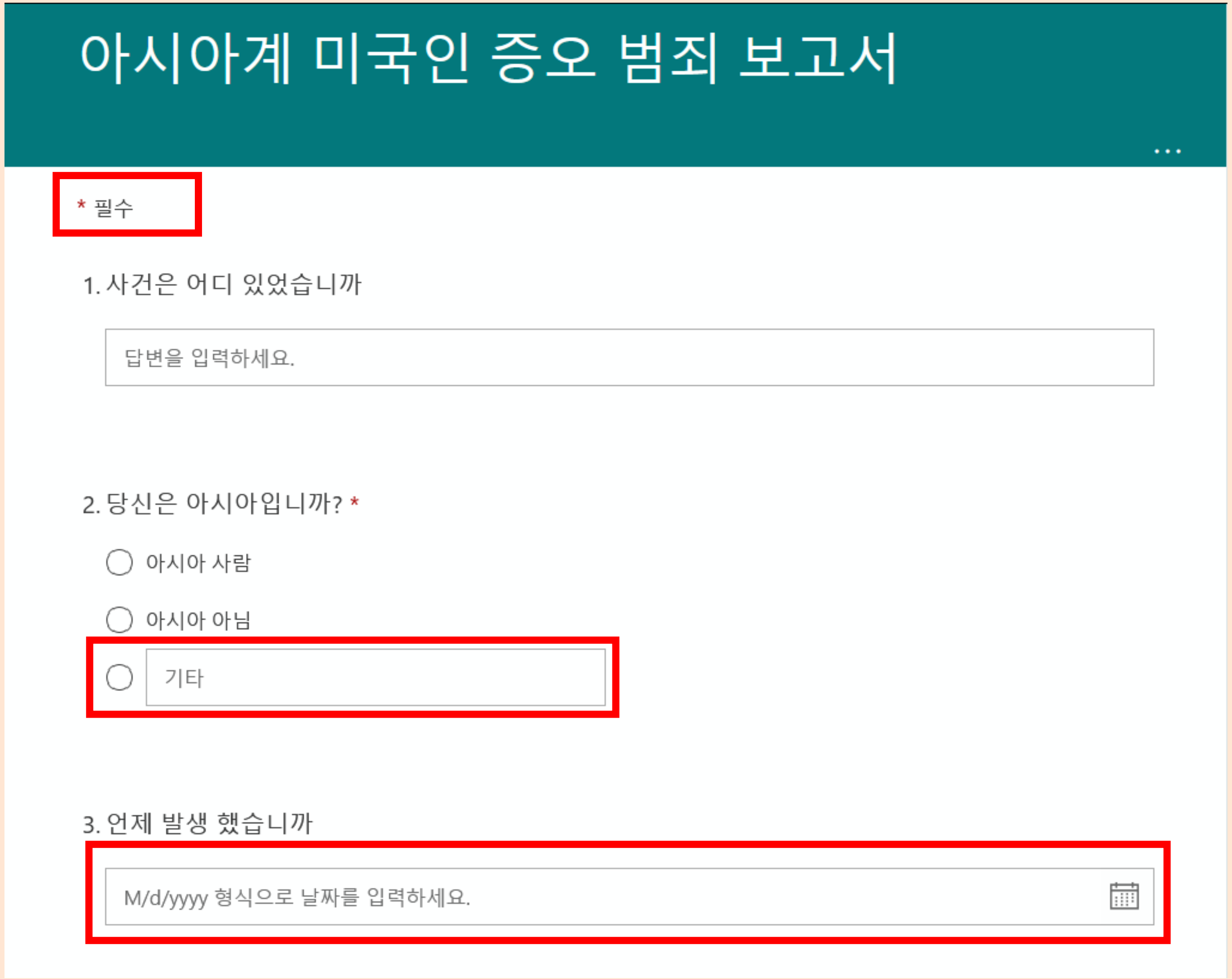
○ 아시아 아님

○ Other:

언제 발생 했습니까

MM DD YYYY

/ /



아시아계 미국인 증오 범죄 보고서

* 필수

1. 사건은 어디 있었습니까

답변을 입력하세요.

2. 당신은 아시아입니까? *

○ 아시아 사람

○ 아시아 아님

○ 기타

3. 언제 발생 했습니까

M/d/yyyy 형식으로 날짜를 입력하세요.

https://forms.gle/JdNNm5vRYWuieaGLA

https://tinyurl.com/5xe5t7h3

Recommend: Microsoft Forms, but way more complicated to set up.

#3 Minimizing Bias

What is bias?

- **Preset notions and values**

- **As humans we are all biased, but we can learn more from people and ourselves when we set aside our own bias and listen.**

- **Why? Well, a lot of these social problems come from people assuming (wrong) things.**

- **Let’s break down those barriers.**

Minimizing bias

- **Ask simple questions with simple wording**
- **Never assume people know what you are talking about,**
- **Define terms if you must use them**

#4 Keep it Short

Keep it short 4 you and 4 them

Keeping it short

- **A shorter survey means more space to share their stories as people**
- **Tie each question to who you are looking to empower**
- **If community members can take time to respond, that’s where open-ended questions are meaningful.**

Final Takeaways of Survey Design

Be respectful.

Lab – Meaningful Survey Design

Getting started with Google Forms

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Want to focus on translating questions next week? (ADVANCED!!!)

ⓘ Start presenting to display the poll results on this slide.

Group Peer Review Exercise

1. **Each group will be given “potential questions” and “user stories” from all groups.**

2. **List out who or what community is being empowered and why.**

3. **Share back to the group using Slido word cloud**

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Group Exercise

ⓘ Start presenting to display the poll results on this slide.

Assignments

Due Thursday 4/29:

Group Assignment #3

Group Assignment #3

Memo

Due Thursday 4/29
Design a survey that will focus on the community voices for your project.

You may also revise your memo to ensure that you focus on specific community members or group.

Submission:
Submit your survey using this Google Form:
https://forms.gle/5aPsriPe1iCou6qG8