survey-workshop

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- Sample survey (MEETConf survey: https://docs.google.com/a/meet.mit.edu/spreadsheet/ccc?key=0AgvHBWQHN252dHJtOTBrl
- "summary of results"
- Questions (metrics) you want to measure
- Projections / estimate
- Conclusions
- Basic excel commands (COUNTIF, SUM, percentages, math, formulas)
- How much can you actually trust people?

1 Surveys: NOW WHAT?

We'll go through an example (a small example of the MEET transportation survey).

Link to the survey

Link to the data, online

Link to the data, downloaded

1.1 Steps to Survey Success

0. Re-evaluate: survey purpose
1. Basic survey stats
2. Ask questions
3. Make decisions + show results

1.2 Anticipated Results

Groups: 3 main questions you wanted to answer with this survey. (*Why did you do the survey?*)*Example:*

1. *How do MEET students get to MEET?*
2. *Can they get to / from MEET without MEET transportation?*
3. _Is this worth it for MEET? _

Basic survey stats

1. How many answered your survey?
2. Are they the /right/ people? *(who is your customer)*
3. What categories? (male / female / age group / etc.)

USEFUL SHORTCUT!

Google Docs Summary of Responses!Link to sample summary of responses

Example:

1. 95 total people
2. Yes, they are all MEET students
3. Demographics

    • Males: 42

    • Females: 53

    • Israelis: 37

    • Palestinians: 58

  • What are some more useful demographics in my case? (Example: which hub, Israeli Males, Israeli Females, Palestinian Males, Palestinian Females)

Ask questions

1. 3 main questions you want to answer with this survey.
2. Guess the answers
3. Just stare at the data (overview, if you have one)
4. Try to answer the questions based on your data
5. How do the categories respond differently?
6. Top 3 conclusions

Example:

3 questions:

1. How long will MEET students take to get to MEET?
2. How many students will not come to MEET if there is no transportation?
3. What kinds of students won't come? (nationality, gender, live far away?)

Example:

Guess the answers:

  • It takes most students 30-60 minutes to get to MEET

  • Most students will come if there is no transportation

  • Students who live farther away are less likely to come with no transportation

Example:

Stare at the data

Example:

Answer questions / how do categories respond differently?:

1. How long will MEET students take to get to MEET?

2. How many students will not come to MEET if there is no transportation?

3. What kinds of students won't come? (nationality, gender, live far away)

In this case, for all these questions, the Palestinian / Israeli difference is important.Go over how to count the percentage of Palestinians / Israelis who said no

- Math / formulas in Excel
- COUNTIF / COUNTIFS
- COUNTA

Example:

Top 3 conclusions

1. For most students, walking is not an option for how to get to MEET

2. 68% of students will still come to MEET if there is no transportation.

3. More Palestinians than Israelis said they would not come; more girls than boys said they would not come

Make decisions + show results

1. Show top 3 conclusions with a picture or table

2. So what?

Food for thought: *how much can you trust people's responses?*

You can't make decisions for a project based on a single survey. But it gives you a good idea of where to go.