

## BASIC PRINCIPLES OF EPIDEMIOLOGY: 573A

### Project 1: Critique & Create Questionnaires

Due Dates:    Part 1 & 2      11 October 2015 10:59 pm  
                  Part 3          15 October 2015 10:59 pm  
                  Part 4          18 October 2015 10:59 pm Dropbox

% of final grade:      10% (100 points of 1,000)

Attached is a copy of a questionnaire to be administered to adults who belong to a specific health plan. There are separate questionnaires for females and males. Keep in mind that the idea of this assignment is to think about factors involved in survey research, what makes for clear and appropriate questions including consideration of population groups that may find confusing a survey you may consider simple.

#### Part 1 50 points

Steps:

1. Complete the questionnaire yourself.
2. Administer the questionnaire to at least 2 other adults, one male and one female
3. You will be providing your evaluation of the questionnaire using an online survey. Please read through the following questions and think about your answers a bit so that you are prepared to complete the online survey.
  - a. On average, how long did it take to complete the questionnaire?
  - b. Was it different for men than it was for women respondents?
  - c. Were there questions that were misleading or ambiguous?
  - d. Were there any questions that had inappropriate response categories?
  - e. How difficult was it to read the questionnaire and follow the skip patterns?
  - f. Do you have any suggestions for wording of existing questions or other questions to be included?
  - g. What is the study design?
  - h. What are the potential problems with this design?
  - i. What alternative strategies for recruiting subjects would you consider?
  - j. Given the questions included in the questionnaire and the study design, what are some research questions that can be addressed by this research?

4. **Grading:** In the online survey that you will be using to provide your critique, each of the first 14 questions (after your name) will be worth 3 points each. The final two questions – your potential research questions – will be worth 4 points each.

Use this provided link provided to submit your questionnaire critique:

[https://uarizona.co1.qualtrics.com/jfe/form/SV\\_6rlceZsonsPObyd](https://uarizona.co1.qualtrics.com/jfe/form/SV_6rlceZsonsPObyd)

#### Part 2 30 points

Example: [https://uarizona.co1.qualtrics.com/SE/?SID=SV\\_9KOcrY8aKMaTnrm](https://uarizona.co1.qualtrics.com/SE/?SID=SV_9KOcrY8aKMaTnrm)

The Survey you used to complete Part 1 was created and administered using Qualtrics Survey Software. U of A has a license for this software, providing free use for you as a part of your relationship with the U of A. Although your future career may not be with the U of A, Qualtrics is basically a steroid version of several free and licensed survey software products available and works similarly. Many of you will be using survey/evaluation methodology in Internship, Thesis,

Dissertation or research projects so having a brief introduction will be beneficial. For Part 2 of Project 1, you will be creating a survey using the Qualtrics Software.

\*\*\*Note: Qualtrics is another one of those tools that doesn't seem to communicate well with Internet Explorer, although I am told the Chrome works fine. Please use Mozilla Firefox, Safari or other browsers for non-frustrating access.

1. If you already have a Qualtrics account, skip to step 2. Otherwise, you will first need to create your own Qualtrics account.

Go to: <https://uarizona.qualtrics.com>

You will be taken to a window that has two options:

I don't have a Qualtrics account
I have a Qualtrics account

Select the "I don't have...." option.

You will be provided a *Terms of Use* document that you must "agree" to, before proceeding.

After you agree, you should be taken to a UANetID login page.

Log in using your NetId and password.

Once you login, you should arrive directly at the **My Surveys** dashboard. From here, you can create your survey.

You can have some fun with this assignment and keep it interesting – or you can make it painful for both yourself and your colleagues. Please show some sensitivity (i.e. avoid politics or volatile topics) in your questions and expect that your fellow students will show the same. The aim of this assignment is to learn to use the tool, not make fellow students uncomfortable.

You can chose any topic for your survey (with respect to the previous note) – again, make it fun - or choose to ask an array of off-the-wall questions. You do want to have a distribution of responses so it would be best not to ask a question in which you expect that most of your class members may respond to similarly.

2. Create your survey. Select the **Create Survey** tab. You will be asked to name your survey. Unless you already have been a prolific Qualtrics user, there is no need to designate a folder. Once you enter, you will be taken to the **Edit Survey** page in which a green box is suggesting you **Create a New Question**.

3. For an adept user, Qualtrics evidently has amazing capabilities. However, for Project 1 the aim is to introduce you to the software so you are being asked to create a survey with a specific set of question types.

Qualtrics includes a "Library" of questions from which one can copy and use questions directly. You will also be asked to use that Library to create the format for one of your questions. Again, the idea is to give you a chance to "poke around" a bit and see what the software provides.

For Project 1, you will be asked to both use questions from the Library and create your own

questions using the resources for the various question types. [It should be noted that there is a choice of an “Informed Consent” template available, under the Academic Research tab in the Survey Library.]

There are “Help and Tutorial” options for using Qualtrics, online. You likely won’t need to delve heavily in the help for this assignment, but it’s useful to know it is there for potential future use. In general, your question “blocks” are on the page in front of you and you use the options on the right hand side of the page to change to different question types.

You will need to include the following information and question types:

- a) **Name** of respondent. For this question, please make sure you require its completion by selecting **Force Response** in the **Validation Options**. *[Admittedly, requiring you to collect the name is to ensure that I can determine who completes their fellow students’ surveys and who does not complete that step].*
- b) Today’s **date** in the form of a “calendar drill down”. Go to Qualtrics Library → Survey Library → Calendar where you will find a single item that says **Calendar Drill down 1945 – 2020**. Click on “what is (or will be) the date?” This phrase will turn blue, and you will also see a blue box at the bottom that reads “Add 1 Question” – select this “Add” to put the question into your survey. Then you can select the phrase “what is (or will be) the date?” and change it to read “Today’s date is”.
- c) **Sex** of respondent – you can use a multiple choice set up.
- d) one **multiple choice** question with 3 potential responses
- e) one **multiple choice** question with 5 potential responses
- f) one “**slider**” (sliding scale) question
- g) one **rank** order question
- h) one **side by side** question
- i) one **matrix** table question (Likert scales, satisfaction rating etc)
- j) one **text entry** (open-ended or free text) question

Have at least one **page break** in the survey.

Use **Look and Feel** to include a **Progress Bar**

4. Create your questionnaire. There is no required order to the different question types, you just need to include a – j. Re-ordering questions can be easily accomplished by clicking on the up or down arrow at the left of each question block.

5. Preview your survey.

6. Only after you have checked your survey many times to ensure you have included all the necessary elements (question types, page break, progress bar), do you want to **Activate** your survey. Once you activate, you will be provided a link to your survey. When you come back to Qualtrics, you will notice that the survey you activated has a green checkmark and will be collecting responses.

7. Copy the **Link** to your survey into your **Project 1 Color Group Discussion Board**. *Note that for this Discussion Board, color groups will be combined into slightly larger groups.*

*On your Discussion Topic page, give your survey a name, and then select the insert quicklink button [it looks like two intertwined safety pins – 3<sup>rd</sup> button left hand side]. Scroll down to “Url” delete the “http” in the URL box and paste in your survey URL. Tab to the bottom box and give your survey a name so your fellow students can keep track of what surveys they have completed and which they have not. Select “Post”.*

**Grading:** In part 2 you have 10 different questions that you are asked to include. You will receive 2

points for each correctly included question (20 pts), 2 each points for requiring name, including a page break, and a progress bar (6 points), and 4 points for posting your survey link to your group Discussion Board as described in step 7.

### **Part 3**

**10 points – Must be completed by 10:59 pm on Thursday, October 15<sup>th</sup>**

The objective of this third part of Project 1 is to give each student a set of responses so that the “back side” (how the software manages the data you collect) of the Qualtrics survey tool can be examined. As noted previously, Qualtrics is not the only survey software available, but it is software that is freely available to the U of A community (due to licensing). A primary advantage to using any type of online survey software is the “data management” – or backside of the administration.

You are being asked to **complete each survey of your colleagues using the links that are posted in the Project 1 Color Group Discussion Board** for your group (groups are combined to ensure you have at least eight or more responses to your survey). **Grading: 10 points total for responding to the surveys in your Combined Discussion Color group that were posted prior to the 10/15/15 deadline (in other words, you are not penalized if your colleague does not post his/her survey link until 10/17/15).**

### **Part 4**

**10 points – Must be submitted to the Project 1 Dropbox by 10:59 pm on Sunday, October 18<sup>th</sup>.**

*Please remember to complete the correct header on your Project 1 file along with naming the file with your last name and project 1. Maximum 2 pages.*

1. Provide a summary of at least one survey finding as a pie chart. Appropriately label the Figure with a clear, complete statement so that anyone viewing your pic chart can discern exactly what was assess and what is being indicated. **Grading: 5 points presenting clear result with informative, descriptive label.**
2. Provide a summary of at least one survey finding (not the same finding as used in “1”) indicating differences in response by sex. Note, there are many potential approaches – both tables and figures – pick one (but do not use a pie chart again). Again, make sure your clearly label your table/figure with a comprehensive statement to indicate the finding. **Grading: 5 points presenting clear result with informative, descriptive label.**