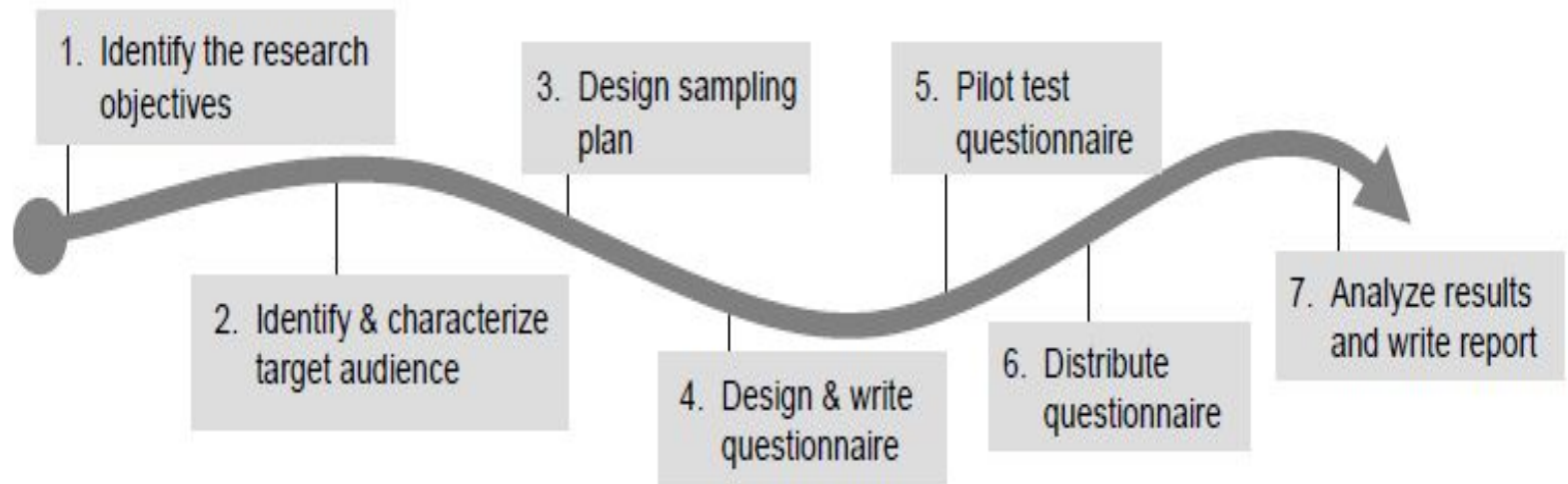


Survey

# Survey Research Objectives



Step 1, 3 and 4 to be read from “**Designing an Effective Survey**” PDF

# Survey Research Objectives

1	Identify research objectives	What do you want the survey to accomplish? What information already exists about the problem you are asking questions about? Survey research must begin with a statement of the problem and how the survey will answer questions about the problem.
2	Identify & characterize target audience	Who, specifically, will respond to the survey? What assumptions can you make about their knowledge of the questions you have in mind, the terminology they understand, their willingness to participate in the survey, and so forth?
3	Design sampling plan	How big is the target audience population? Can the target audience be enumerated? How will you ensure that those who respond to the survey are representative of the target audience?
4	Design & write questionnaire	The survey objectives and internal questions must be translated into carefully-worded questionnaire items crafted to facilitate analysis and interpretation.
5	Pilot test questionnaire	The questionnaire instrument must be “tested” with members of the target audience to remove bugs and improve the instrument.
6	Distribute the questionnaire	The questionnaire should be distributed to selected members of the target audience as defined by the sampling plan.
7	Analyze results and write report	The results should be collected and translated into appropriate graphical displays that facilitate understanding. The charts can be compiled into a report and interpretations, inferences, generalizations, and caveats can be made based on evidence provided by the results.

# When to use Survey

- **Surveys are great when you want to...**
  - Track changes over time — See what changes before and after a feature launch.
  - Quantify issues seen in user studies — We know [x] is a problem for some users, but how many?
  - Measure attitudes, intents, or task success.

# When to use Survey

- **But surveys are not very good at...**
  - Discovering underlying user motivations and needs —interviewing users are better suited for this.
  - Understanding whether people can successfully use your product— Again, user studies are better for this.
  - Uncovering actual user behaviour and habits — Since people are bad at self-reporting, logs analysis is better suited

# Survey Basics

- Only ask what you need to know and can act on
- Keep surveys short
- Start broad, then move to specific and sensitive
- Group related questions together
- Randomize answers to avoid response order effects
- Avoid images and be aware of your survey's visual design
- Pre-test your survey

# Survey Basics

- Avoid agree/disagree statements
- Avoid “double-barreled” questions
- Avoid hypothetical questions
- Avoid comparison questions

# Survey Basics- Question Structure

Structure	Description
Open-ended	Respondents create their own answers to the question in their own words. There are no answer choices provided from which they select their responses.
Closed-ended with unordered choices	Respondents choose from among discrete, unordered categories by evaluating each choice and selecting the most appropriate response or responses.
Closed-ended with ordered choices	Answer choices are provided and the choices are represented as a graduated scale along some single dimension of opinion or behavior. The respondent chooses the most appropriate response from the choices provided.
Hybrid	Answer choices are provided (as in closed-ended questions), but the respondent can also create a response if the choices are inappropriate (as in an open-ended question).



# Survey Basics- Question Structure

- There are two types of closed-ended questions:
  - closed-ended questions with ordered responses
  - closed-ended questions with unordered responses

# Survey Basics- Question Structure

Closed-ended questions with ordered responses

- There are different types of response scales, including
  - dichotomous response scales (such as yes/no, agree/disagree)
  - ordinal response scales (e.g., poor, fair, neutral, good, very good)

# Survey Basics- Question Structure

Closed-ended questions with unordered responses

Which of the following have you spent the most time doing during the past work week?

- ☐ Talking to customers on the phone
- ☐ Attending meetings
- ☐ Working on my computer
- ☐ None of the above

# Survey Basics

- [Example of target Market Questionnaire](#)

# Survey Tools

- Surveys can make a major impact on the direction of your company—especially if you get the results in front of decision-makers.
- When it comes to online survey tools, you can choose between the free or paid route. If you're just looking to do some light audience research, you should get on just fine with the free survey makers available online.






# Survey Tools

- Usually the paid versions offer added capabilities like:
- **Survey logic.** Survey logic uses information from previous answers to dictate the following questions. For example: *Do you have a dog?* If the user answers yes, the next question might ask *what breed?* If the user answers no, the breed question would be skipped.
- **Export data.** Many tools won't let you export your data unless you use the paid version.
- **Custom logo.** Paid versions let you get rid of the tool's logo and instead add your own.
- **More question types.** Most free survey creators offer plenty of question options, like multiple choice radio buttons, drop downs, rating scales, etc. Usually paid versions offer even more options, like the ability to select multiple options in a dropdown, star rankings, grids, etc.

# Choosing the right tool







Feature	SurveyMonkey	Google Forms
Cost	Free (limited functionality) Paid: \$26 monthly / \$300 yearly / \$780 yearly	Free
Question types	13	9
Validate responses	Yes	Yes
Survey distribution	URLs, email invitations, embed on website, social media	URLs, email invitations, embed on website
Conditions for questions (skip logic, branching)	Free: No Paid: Yes	Yes, but limited to sending respondents to a specified page
Survey output	Free: Within SurveyMonkey Paid: CSV, XLS, PDF, PPT, SPSS, SAS	CSV, Google Sheets
Analysis features	Free: question summaries, one filter/compare/show per survey Paid: filter, crosstabs, share with others	Question summaries
Mobile optimized	Yes	Yes
Survey help	Survey templates, question library	Google expert forum

# Choosing the right tool

App		Best for:	Free for:	Plans from:
	Polldaddy	unlimited poll and survey responses	Unlimited responses	\$29/mo.
	Survey Nuts	free surveys without an account	Unlimited responses	—
	SurveyPlanet	fast survey answers	Unlimited responses	\$20/mo.
	SurveyLegend	responsive surveys	3 surveys; unlimited responses	\$19/mo.
	SurveyMethods	event registration in surveys	500 responses	\$9/mo.



# Choosing the right tool

	FreeOnlineSurveys	quickly making a new survey	150 responses	\$19.99/mo.
	SurveyMonkey	getting unbiased responses	100 responses	\$26/mo.
	QuestionPro	location based surveys	100 responses	\$12/mo.
	SmartSurvey	collaborating on survey questions	100 responses	\$32.99/mo.
	Surveypal	creating multi-page, multimedia surveys	100 responses	\$40/mo.
	FluidSurveys	fast editing	100 responses	\$70/mo.