

Survey Design and Analysis Discussion Questions

Discuss Survey Development

1. What are goals of survey?
2. Who will be surveyed? When? How many times?
3. Sampling issues?
4. Issues of permission or access to participants?
5. What will you compare these responses to? Does a baseline already exist or are you creating one?
6. In your case, is it a good idea to conduct a focus group to refine your survey questions?

Write or Review Survey Questions

1. Will the questions achieve your goals as defined above?
2. What are potentially confusing aspects of these questions? wording?
3. How will responses be coded? yes/no? likard scale (a range)? free response?
4. Think about analysis when you decide this.

Determine Analysis Questions

1. What questions would you be interested in asking of this data?
2. Can you ask questions that somehow reflect the types of questions you would want to ask of the survey you designed above?
3. For example: overall summary statistics of key variables, change over time, differences/comparisiosn between groups/types of people (age, gender, education, ethnicity...), correlations between certain response variables (do those who recycle also try to drive less)
4. Write down 5 questions that you want to try to answer using this data.