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The Fundamentals of Survey Design: A Practical Guide to Designing Effective Surveys

Christine Chavez
Loyola Marymount University

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The Fundamentals of Survey Design: A Practical Guide to Designing Effective Surveys

November 11, 2022

**Christine Chavez
Assistant Vice Provost
Institutional Research and Decision Support**

Outline

- Transforming a poorly designed survey into a well-designed survey
 - Highlight principles of good survey design along the way
- Questions
- Copy of today's slides
- Survey design resource



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Survey Design



Survey Introduction





Welcome to our survey! Your opinions are important to us. Please read each question carefully and provide an honest answer.

0% 100%

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Welcome to the research study!

We are interested in understanding [STUDY TOPIC]. You will be presented with information relevant to [STUDY TOPIC] and asked to answer some questions about it. Please be assured that your responses will be kept completely confidential.

The study should take you around [SURVEY DURATION IN MINUTES] to complete, and you will receive [INCENTIVE] for your participation. Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you would like to contact the Principal Investigator in the study to discuss this research, please e-mail [NAME AND EMAIL ADDRESS].

By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.

Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

- ☒ I consent, begin the study
☐ I do not consent, I do not wish to participate

0% 100%

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1st Survey Questions



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What is your current salary?

- ☐ Below \$100,000
- ☐ \$100,000 - \$200,000
- ☐ \$200,000 - \$300,000
- ☐ \$300,000 - \$400,000
- ☐ \$400,000 - \$500,000
- ☐ \$500,000 or more

0%

100%

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More People Favor Civil Unions When Asked After Gay Marriage

Asked first	Legal agreements	%	Gay marriage	%
	Favor	37	Favor	33
	Oppose	55	Oppose	61
	Don't know	<u>8</u>	Don't know	<u>6</u>
		100		100
Asked second	Gay marriage		Legal agreements	
	Favor	30	Favor	45
	Oppose	58	Oppose	47
	Don't know	<u>12</u>	Don't know	<u>8</u>
		100		100
N		780		735

PEW RESEARCH CENTER Oct. 2003.



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Survey Design Brainstorming Map

Purpose of the Survey
What are you trying to learn?

Before designing your survey, it is essential to identify your objectives. A clear understanding of the purpose of your survey will help you identify what types of information you must collect

Who is your target population?

What is your target sample size? Why?

How will the information be used?

Who is your audience?
Who will be reading your findings?

What information is needed to meet your objectives?

How will participants be sampled and how will you obtain access to your target sample population?

Who can help pilot the survey?

How will participants be recruited? Will incentives be provided?



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What information is needed to meet your objectives?

- Example objective:
Determine if and how current students' perceptions of their digital information literacy skills differ by socioeconomic status
- Information needed:
 - Perceptions of digital information literacy skills
 - Socioeconomic indicators:
 - Family income, Parental education
 - Other factors that may impact digital information literacy:
 - Year in college, access to technology, use of technology




What is your current salary?

- ☐ Below \$100,000
- ☐ \$100,000 - \$200,000
- ☐ \$200,000 - \$300,000
- ☐ \$300,000 - \$400,000
- ☐ \$400,000 - \$500,000
- ☐ \$500,000 or more

0% 100%

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What was your total combined family income for the past 12 months, before taxes, from all sources? If you don't know your exact income, please estimate.

- ☐ Below \$30,000
- ☐ \$30,000 - \$49,999
- ☐ \$50,000 - \$69,999
- ☐ \$70,000 - \$89,999
- ☐ \$90,000 - \$149,999
- ☐ \$150,000 - \$199,999
- ☐ \$200,000 - \$499,999
- ☐ \$500,000 or more
- ☐ Decline to state
- ☐ Don't know

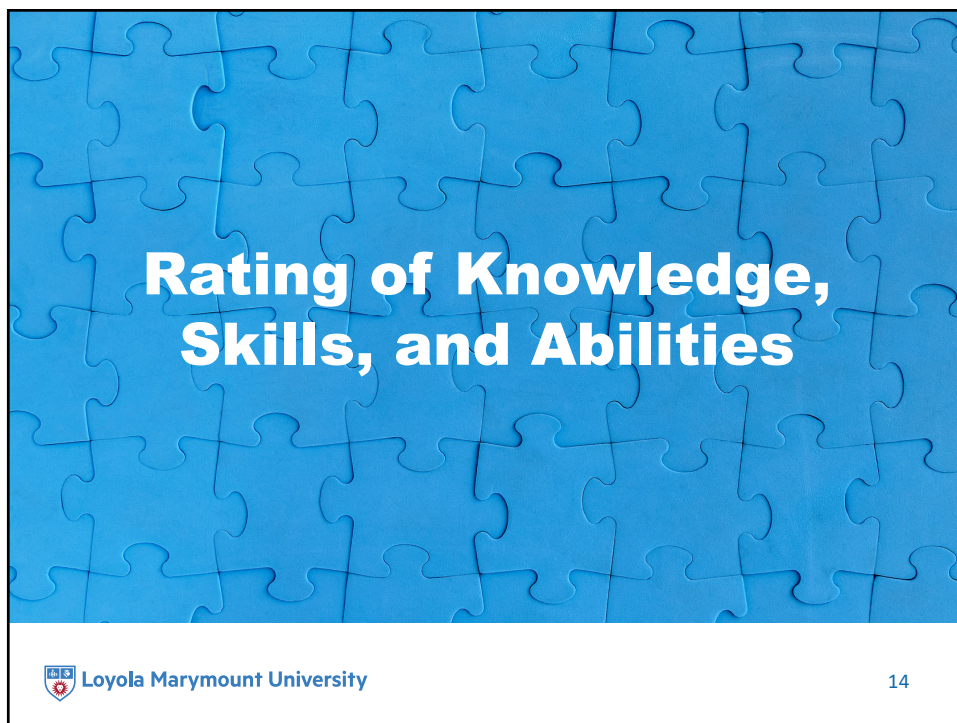
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Digital information literacy skills are necessary to long term success in a professional career.
Please rate yourself for each of the listed areas.

	Poor			Excellent
Ability to quickly find information I need online that I consider trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to identify which keywords are needed in order to find the information that you need when you are conducting an online search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0% 100%

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Mixed Views on Physician-Assisted Suicide

Favor or oppose making it legal for doctors to...


	<u>Favor</u> %	<u>Oppose</u> %	<u>No opinion</u> %
Assist terminally ill patients in committing suicide	44	48	8=100
Give terminally ill patients the means to end their lives	51	40	9=100

Source: Pew Research Center for the People & the Press/Pew Forum on Religion & Public Life survey, July 2005



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Please rate your current knowledge, skills, or abilities in each of the listed areas.

	Poor	Fair	Good	Excellent
Ability to identify trustworthy sources of information online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to quickly find information I need online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to identify the best keywords to use for online searches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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100%


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Beliefs, Attitudes, and Opinions





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How much do you enjoy doing each of the following:

	Strongly Agree	Agree	Disagree	Strongly Disagree
Accessing the information you need online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading print material	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing information on social media sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please indicate the extent to which you agree or disagree with the following statements:

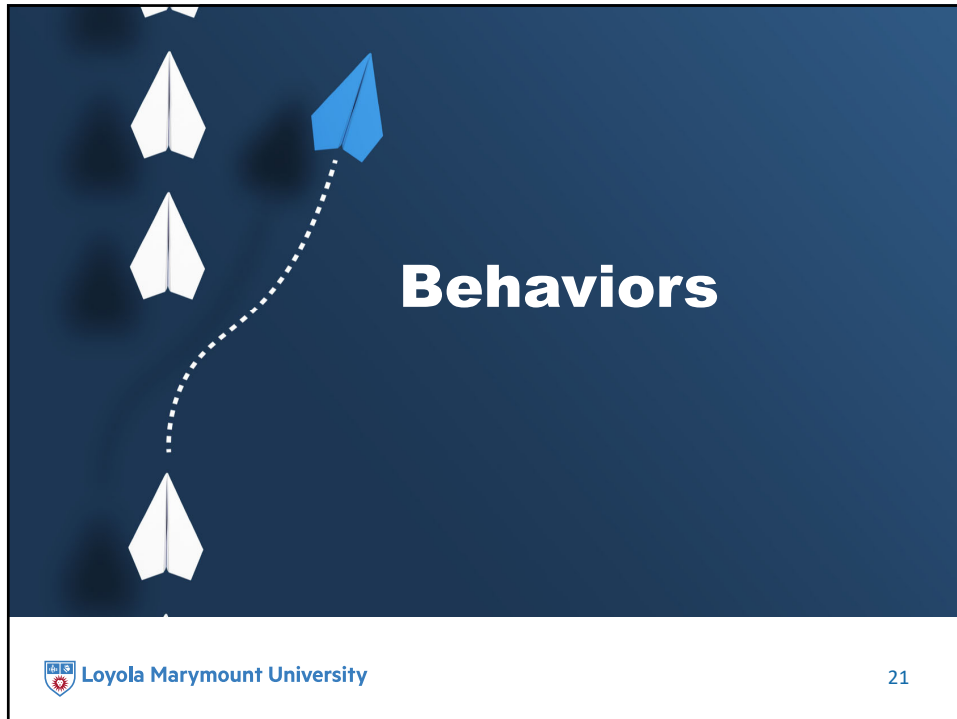
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Without the internet, I would not be able to access the information I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to read print material than to read material online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am cautious about the information I share on social media sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0% 100%


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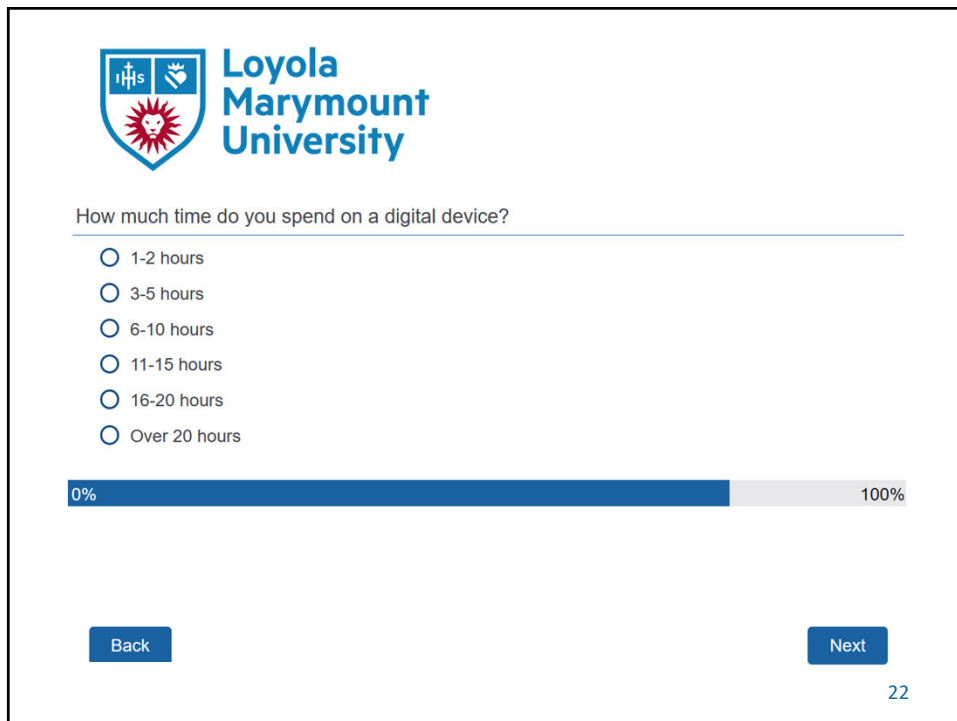
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A dark blue slide with the word "Behaviors" in white. On the left, three white paper airplanes are arranged vertically, and a blue paper airplane is at the top right, with a white dotted line curving from the bottom white airplane to it.

Behaviors

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A white survey form with the Loyola Marymount University logo and name at the top. The question is "How much time do you spend on a digital device?". There are six radio button options. A progress bar shows 0% completion. At the bottom are "Back" and "Next" buttons.

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How much time do you spend on a digital device?

☐ 1-2 hours

☐ 3-5 hours

☐ 6-10 hours

☐ 11-15 hours


☐ 16-20 hours

☐ Over 20 hours

0% 100%

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During the past 12 months, how much time have you spent during a typical week on a digital device, such as a laptop, desktop, mobile phone, tablet, etc.?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-5 hours
- ☐ 6-10 hours
- ☐ 11-15 hours
- ☐ 16-20 hours
- ☐ Over 20 hours

0%

100%

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Open-Ended

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Please share any additional thoughts on digital information literacy


0%

100%

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What are some challenges you have experienced when searching for trustworthy news sources online?

0%

100%

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We thank you for your time spent taking this survey.
Your response has been recorded.

0%

100%

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Pilot Testing



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Basic Pilot Test Process

- Test on a small group of people
- Best to test on a similar population
- Ask for feedback on clarity of questions and length of time it took to complete the survey
- Review test responses, looking for inconsistencies or unexpected answers
- Make any necessary changes. Consider a second test if extensive changes have been made.



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Questions?