

**Survey Design**

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**Biased Opinions Without Stakeholder Data**

Figure 1. How awesome we are

SOURCE: Because we said so

freshspectrum.com

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**Learning Objectives**

You will learn best practices of good survey design including:

- How evaluation type influences design
- Developing SMART goals
- Resources to use in design
- Good question design concepts and considerations
- Modes of survey delivery
- Ensuring Data Quality
- Work through a scenario to formulate survey goals and questions

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### Types of Evaluation

<p><b>Formative</b> Informs the development of new programs or modifications to existing programs.</p>	<p><b>Outcome</b> How well is the program meeting it's objectives and goals</p>
<p><b>Process</b> Assesses how well the program is being implemented.</p>	<p><b>Impact</b> What are the larger community or societal impacts</p>

<https://www.evalcommunity.com/career-center/types-of-evaluation/>

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### SMART Goals



				
SPECIFIC	MEASURABLE	ACHIEVABLE	RELEVANT	TIME-BOUND

*By December 2026, increase the percentage of participants in our after-school literacy program who improve their reading comprehension scores by at least one grade level from 60% to 80%, as measured by standardized reading assessments, through weekly tutoring sessions and monthly progress reviews.\**

Doran, G. T. (1981)

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### The PARSEC Framework



<p><b>Pertinent</b> Is the question meaningful to participants and stakeholders?</p>	<p><b>Answerable</b> Are the data needed to answer the question available or attainable?</p>	<p><b>Reasonable</b> Is the question aligned with what can be practically achieved?</p>
<p><b>Specific</b> Is the question aligned with a logic model component?</p>	<p><b>Evaluative</b> Will the answer to the question be actionable?</p>	<p><b>Complete</b> Are there any questions that should be asked?</p>

**References:** Centers for Disease Control and Prevention, National Asthma Program. (2013), Wingate, L., & Schroeter, D. (2016).

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## Resources / Tools

- Literature on previous surveys done in your area of interest
- Stats Canada Questionnaires : <https://www.statcan.gc.ca/en/survey/list#survey-c>
- Survey software often has question samples
- AI Survey Generation Applications
- Build your own database of questions

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## Good Survey Characteristics



- No longer than what is required to achieve goals (10-15 minutes)
- Avoid overuse of long answer questions as they cause fatigue (1-3)
- Start with easier/engaging questions and work up to those requiring more thought
- Use specific and simple wording
- Provide multiple choice answer categories that don't overlap
- Include "Prefer not to answer/Not applicable" survey options for sensitive questions
- Address Biases (social desirability, acquiescence bias)

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## Things to Avoid



- Double-barreled questions
  - Eg. "Did you find the program interesting and informative?"
- Avoid leading questions
  - Eg. "How satisfied are you with our services?"
- Minimizing jargon
  - Eg. "What EFT do you currently work?"  
"To what extent are patients receiving adequate preventative screening?"



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### Designing an Accessible Survey

<p><b>Perceived</b></p> <p>Participants can access the survey and questions</p> <ul style="list-style-type: none"> <li>Avoid incorporating important text in images.</li> <li>Use larger text with high contrast against background.</li> <li>Consider allowing verbal answers to be recorded if feature available on your platform (addpipe.com)</li> </ul>	<p><b>Operable</b></p> <p>Participants can navigate through to completion</p>
<p><b>Understandable</b></p> <p>Language level of participants Language of participants</p>	<p><b>Robust</b></p> <p>Ensures reliable interpretation by a variety of assistive technologies</p>

<https://storymaps.arcgis.com/stories/107d3d257acb4f68bd97d541a2a50fab>

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### Survey Question Types

1. Multiple Choice (Single Answer or Check all that apply)

- Categorical
- Avoid overlapping categories
- Can be Likert Scales
- Semantic Differential (Effective ---- Ineffective)
- Matrix: series of multiple-choice questions using the same answer scale stacked in a grid with answers along the top.
- Keep scales balanced and neutral
  - (strongly disagree – disagree – neither agree nor disagree – agree – strongly agree)
  - (poor – fair – good – very good – excellent)
- Can add "Other; please specify;" to gather options you have not listed.

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### Survey Question Types (2)

2. Open Text Response

3. Ranking

- Participants order the responses in order of preference or priority.
- Be clear in defining what the rank numbers mean
- Consider weighting ranks in analysis (e.g. 5 items ranked: rank of 1 scored as 5, rank of 2 scored as 4... etc.)



<https://www.formaloo.com/blog/ranking-survey-guide-how-to-create-effective-ranking-questions-for-maximum-insights>

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**Scenario- Pathways to Success Evaluation**




BrightFutures is a non-governmental organization (NGO) based in a mid-sized urban and surrounding rural region. The organization focuses on improving educational and life outcomes for young adults aged 18-21 from low-income households.

The NGO works with colleges, families, and community centers to provide accessible support and skill-building opportunities.

One of the programs they offer is called "Pathways to Success". It has been running for 2 years and includes, tutoring, mentorship and life skills workshops (communication, financial literacy and career exploration). The program hopes to improve participants self-confidence, overall performance and attainment of their life goals.

BrightFutures is currently seeking funding through a grant to continue their programs. The application deadline is in 6 months. To support their grant application, they need data to demonstrate the value of the program. However, they do not have any data on participant experience and outcomes. They want to collect survey data from their service users.



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**1. Co-create the purpose**

**Scenario**



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**2. Respondents and Logistics**

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### 3. Mini Measurement Map

#### Scenario

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### 4. Draft the Survey Questions

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### 5. Quality Check

#### Scenario

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## 6. Close Out Plan

### Scenario

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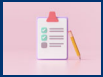
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## Modes of Survey Delivery



### Traditional paper surveys

- Doesn't require an electronic device
- Data entry required for analysis



### Online Surveys

- Entry directly into an electronic database
- Can utilize features for easier navigation and data validation to ensure data quality



### Telephone Surveys

- Encourages participation
- Can be used in conjunction with other methods to enhance response

Dillman, D. A., Smyth, J. D., & Christian, L. H. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method (4th ed.). John Wiley & Sons

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## Ensuring Data Quality



- Anonymous Survey more likely to provide honest answers
- Ensure equal access of survey to entire target population
- Use demographics to verify representation of population
- Use online survey data validation features
- Consider repeating a question with opposite wording (positive/negative) to check participant attention.

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**Before you Launch**






Test with small group or pilot test



Establish launch and close dates



Think about report visualization

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**Debrief**





**Questions?**

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2. Types of Evaluation: Theory, Case Studies and Job Interview Preparation, Eval Community. <https://www.evalcommunity.com/career-center/types-of-evaluation/>
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6. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed.). John Wiley & Sons

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