

Survey Paper Preparation Information

Similar to the focus group module, you will work in your teams to collect your data for the Survey Paper. Unlike with the Focus Group Paper, for this paper, you also work with your team to design your survey (for the FG module you designed your own FG moderator guide).

Working with your team, design a survey on any topic of your choice. You will then collect real data from outside of the course. This will be achieved by posting your survey online (details covered **in** this module) and passing the survey link to others.

To assist you in the big picture steps of preparing for the survey paper, the following prompts are provided.

1. Identify a problem or question that your survey is designed to answer.
 - An example question might be: "What do people think about their local public library?"
 - An example problem might be: "Do people prefer best-selling books or award-winning books?"

NOTE: Try and avoid using these two specific examples for your team project.

2. The survey should focus much more on closed-ended questions than open-ended questions. Have, at most, 5% of your survey be open-ended questions. This means the majority of your questions should be closed-ended questions. We examine content analysis later in the course. All, or nearly all, of your closed-ended questions should use a Likert response scale. The Likert scale can have five, six, or seven response option – a typical example is 1 =strongly disagree and 7 =strongly agree. Avoid as much as possible questions which ask participants to check all that apply. Check all that apply questions are hard to analyze effectively. A few questions that have a yes/no or a yes/no/maybe response options are ok.
3. Your survey should take about 10 minutes to complete. There is no guide as to how many questions this is, as some questions are quicker or slower to answer. For example, "Do you live in California? 'Yes' 'No'," is a very quick question to answer; whereas other questions take more time to answer.



4. In your survey you can, if you wish, show people images or have them read a very short excerpt of text. However, do not play videos. These restrictions are because I want the focus to be on question design and collecting data. If participants spend four minutes watching a video, there is much less time to answer questions.
 - For example, if you were using images, you might show people a series of magazine ads and ask them their opinions on the ads.

The following structure is recommended for this task:

1. Brainstorm about possible topics of mutual interest.
2. Select a single topic.
3. Identify 3–4 questions/problems for this topic that a survey might be used to address.
4. Select 1–2 of your questions/problems.
5. Each student develops 15–20 questions designed to collect data that provide insight into the reasons/answers/solutions to the questions/problems identified.
 - Edit, refine, tweak, and improve as a team the 15–20 questions each student produced.
 - Your final list of questions should take about 10 minutes to complete.
 - The last questions should be demographic questions and include gender and age as well as other demographic questions you may think appropriate.
6. Create a finalized list of survey questions.
7. Pilot test—give your final list of questions to someone outside of the program:
 - Have one or two friends or family members complete the survey. Ask them to indicate how long it took to complete the survey (check this match against what you think), if they saw any typos/grammatical errors, if anything in the questions was confusing to them. Then tell them the research question/problem you are trying to answer and ask them if there is anything they thought you should have asked but did not.
8. Make corrections based on this feedback.
9. One student should post the survey to Qualtrics and then use the [collaboration instructions](#) (also found on the Week 10 Instructional Materials page) to share



this survey with the other team members and section instructor. Get 15 people to complete your survey. None of these 15 people should be students from this class or in the MMLIS program.

10. You are each responsible for collecting the 15 people in your survey. (None of these 15 people should be students from this class or in the MMLIS program.) This means that if there are four students in your team, you should, as a team, get a total of 60 responses ($4 \times 15 = 60$). Having a few more participants than 60 is fine and has no affect on your grade.
11. Use the Qualtrics guides to work out how to launch the survey and generate a web link that you can email participants to allow them to complete the survey.
12. Many past teams have found it helpful to include a question near the end of the survey where participants are asked to indicate who forwarded them the survey, along with a list of the students in the team.

For example:

Please indicate which of the following team members e-mailed you the link to this survey:

Name of student 1 Name of student 3

Name of student 2 Name of student 4

Note: Do not ask participants for their names.

