DESIGNING SURVEYS

- A good question is one that produces answers that are reliable and valid measures of something that we want to describe.

- 2 types of question evaluation
  - those aimed at evaluating reliability
  - those aimed at assessing the validity of answers that result

5 process standards of questions and answers

- Questions need to be consistently understood
- Questions need to be consistently administered or communicated to respondents.
- What constitutes an adequate answer should be consistently communicated.
- Unless measuring knowledge is the goal of the question, all respondents should have access to the information needed to answer the question accurately.
- Respondents must be willing to provide the answers called for in the question.

Possible steps to assess the extent to which questions meet process standards

- focus group discussions
- intensive or cognitive interviews
- field pre-tests under realistic conditions

Some general rules for designing good survey instruments

- The strength of survey research is asking people about their firsthand experiences: what they have done, their current situations, their feelings and perceptions.
- Questions should be asked one at a time.
- A survey question should be worded so that all respondents are answering the same question.
- If a survey is to be interviewer administered, wording of the questions must constitute a complete and adequate script such that when the interviewer reads the question as worded, the respondent will be fairly prepared to answer the question.
- All respondents should understand the kind of answer that constitutes an adequate answer to a question.
- Survey instruments should be designed so that the tasks of reading questions, following instructions, and recording answers are as easy as possible for interviewers and respondents.

Ways of addressing validity in surveys

- deriving questions from relevant literature
- expert panel
SAMPLING REVISITED

- Sampling relates to the degree to which those surveyed are representative of a specific population

- The sampling frame is the set of people who have the chance to respond to the survey

**Probability sampling**

- random sampling
- stratified random sampling
- systematic sampling
- cluster sampling

**Non-probability sampling**

- quota sampling
- snowball sampling
- convenience sampling

**Activity**

Using the program that your group developed earlier, design a survey instrument with 5-10 questions to either assess needs or satisfaction. Also, outline the sampling frame and sampling procedure that you would use for this instrument.