

3.2 Effective Surveys

Date: _____

Purpose: To learn how to design and conduct an effective and fair survey.

Definitions:

Primary Data _____

Secondary Data _____

Outlier _____

Influential Point _____

Population _____

Sample _____

Bias _____

2. **Warm-Up** (work in groups of 3):

a) Make a 3 – question survey to find out your classmates' musical preferences.

b) Do you think the participants can answer the questions honestly, without the questions having any influence on their answers?

c) Do any of the questions contain bias? If yes, how could these questions be rewritten so they are not biased?

3. As a class, discuss: How important is it to have accurate surveys and accurate results?

Refer to **Summary of 10 Tips** on Pg. 152

3 Principles of Proper Surveying (See Examples on Pg 154-155)

1. Ethics in Surveys:

- The introduction must include the intentions of the survey _____
- Respondents must be willing to participate.
- Keep it confidential. Do not ask for their names.
- Personal info must be kept private.

2. Design for Honest Responses:

- If answers are kept anonymous and confidential, participants are more likely to be honest with their responses.
- In **multiple choice questions**, include answers like “Do not know”, “Not applicable”, or “Other” as responses, so there is an option that is not part of a given list.
- Make sure **rating scales** are clear and offer a range of ratings (eg. On a scale of 1 to 10 how would you rate...)
- Do not have too many questions of the same type or require respondent to think hard about their responses.
- Ask more difficult or sensitive questions near end of survey and in a way that does not encourage the participant to lie.

3. Eliminate Bias:

- Avoid questions that lead to a certain answer or contain words that make the respondent think about negative images.
- Pose questions that are neutral to avoid bias that favours certain cultures or ways of life.
- Use a natural order of choices, such as “**Yes or No**” or “**Excellent, Very Good, Good, Fair...**” (from very positive to very negative).
- Consider mode of delivery (personal interview, by telephone, by mail, via the Internet) that is appropriate for the types of questions asked.

5 Types of Questions that can be used in a Survey

1. Dichotomous _____
2. Multiple Choice _____
3. Rating Scale _____
4. Completion _____
5. Open-ended _____

Homework: Pg 156 # 1 – 11

By the end of class: Write up the 5-6 survey questions for your Survey Assignment.

If there is time, have Mrs. Behnke check them over for bias and appropriateness for the assignment.