

Introduction to Survey Research: Survey Design & Analysis

Introduction:

Information... Results.... Progress.... Validation.....

Such are the terms we are struck with when trying to meet the needs of mandated reporting, grant applications, assessment, accreditation, demands for an increased understanding of our clients, employees, patients, students, parents, community and potential markets – Who are they? What do they want? What do they value? Are they satisfied with what they have already been provided? Are changes in what we are doing producing effective change?

We just need to do a survey!

Notice the word “just”. If you are reading this document, you know or have discovered that there is no “just” about it. Constructing and analyzing surveys is time consuming, controversial, and a thankless job for whoever was put in charge of its implementation – probably you.

Once the survey has been developed and administered comes the analysis. The analysis is done. What should we do once we have increased our level of understanding? The answer that question is only possible if you asked it during the survey creation process. It is part of the beginning, not the end.

And so, to the workshop.....

Two days of intensive, practical, hands-on interaction with other people understanding where you are coming from, guided by an instructor with over 15 years of experience in survey research, research methodology, and statistics.

Day 1: Survey Methodology & Design

In this jam-packed first day we will be covering:

Survey Elements

- Purposes and Goals of a Survey
- Survey Ethics
- Steps in Conducting a Survey
- Survey Error

Modes of Distribution

- The Many Methods of Data Collection
- Self-Administered Methods
- Interview Methods
- A Special Look at Web-Based Surveys

How to write Questions

- Question Objectives
- Types of Questions
- Types of Variables
- Constructing Response Choices

Questionnaire Design

- Design Goals
- Question Order
- Formatting Questions
- Formatting Responses
- Electronic Data Collection
- Interviews

Piloting the Instrument

- The Pretesting Process
- Types of Problems to Check
- Practical Guidelines

Sampling

- The Elements of an Effective Sample
- The Sampling Process
- The Sampling Frame
- Stratified Sampling
- Sampling Error

Data Collection and Reducing Nonresponse

- Nonresponse
- Questionnaires by Mail
- Questionnaires by Electronic Methods
- Questionnaires on the Internet
- Questionnaires by Interview

We'll also discuss ways to improve the surveys you have created or are yet to create. What are Reliability & Validity, anyway, and why should you care?

Day 2: Survey Analysis

Bring your laptop with Microsoft Excel. Because most people have Microsoft Excel available to them, and often have some personal exposure to that software package, we will primarily use Excel to examine and report on our data. For the sake of illustration, SPSS may also be used. If you do not have SPSS available on your laptop, you can download a FREE trial version of SPSS 15.0 at: <http://www.spss.com/downloads/papers.cfm?ProductID=00035>
Links to a variety of downloads is available at: [Data-Maven Resources](#)

If you already have some data, bring it! If you don't have any data, we've got plenty. We will review standard methods used to analyze survey data, beginning with simple methods, such as cross tabulations, and moving toward more advanced topics. We will discuss qualitative data analysis and the reporting and presentation of survey results.

The Logic of Survey Analysis

- What is survey analysis?
- Survey Characteristics and Analysis
- The Process of Survey Analysis

Data Coding, Entry & Checking

- The Steps in Data Preparation
- Data Entry
- Data Coding

Preparing Data for Analysis

- Data Checking and Questionnaire Editing
- Outliers
- Grouping/Recoding Variables
- Weighting of Data
- Missing Data in Surveys

Creating New Variables: Reliability and Validity

- Measurement and Error
- Reliability
- Validity
- Indices and Scales
- Doing a Factor Analysis
- Doing a Reliability Analysis

Relationships between Categorical Variables

- Crosstabulations
- Determining Whether Two Variables are Related
- The Chi-Square Test
- Substantive Versus Statistical Significance
- Adding Control Variables

Analyzing Interval Variables

- The Confidence Interval
- Testing for Group Differences
- Independent-Samples T Test
- Doing the Analysis with Crosstabs
- Paired-Samples T Test
- Testing Differences among More than Two Groups
- Associations between Variables
- Scatterplots
- Correlations
- Nonparametric Tests

Reporting Results

- Tables with Means
- Graphs
- Percentages
- Creating Charts from Pivot Tables
- Multiple Response Tables/Graphs

Analyzing Text Data

- Coding Open-Ended Items
- Computer Assisted Thematic Text Analysis
- Creating Themes Based on Term Frequency

If we have time we will look at the following:

Clustering Respondents
Multivariate Analysis with Regression

Workshop FAQ

Daily schedule

Light refreshments are provided for morning and afternoon breaks.

8:30 a.m.	Workshop begins
12:00 p.m.	Lunch break (You are on your own for lunch.)
1:00 p.m.	Afternoon session begins
4:00-4:30 p.m.	Approximate end time for each day of course, including the last day.

- If you need course outlines and/or hotel and location information, please visit our website at <http://www.data-maven.com/workshops> or contact us at (888) 996-2836
- Confirmation of course registration will be emailed within 48 hours of registration. If you don't receive your confirmation, please contact us at (888) 996-2836 or Shirley Petkau at shirley@data-maven.com so that we can re-send one to you.
- Materials for the course will be distributed AT THE COURSE only, not beforehand.
- Cancellation particulars are outlined at <http://www.data-maven.com/policies>
- Curriculum is subject to change depending on instructor, participant interests, and time constraints

Workshop Attire

There is no dress code, just dress comfortably. Given fluctuations in air conditioning temperatures, you may want to bring a sweater or jacket.

Duration & Cost

- Two Days
- 8:30 am to approximately 4:00/4:30 each day
- \$995
- Discounts:
 - \$50 off if booked by Early Bird date (see www.data-maven.com/workshops)
 - \$50 off per person for groups of 3 or more