

## Survey Development

### 1. Components of a Learning Experience

- a) Learning environment - instruction, equipment, computer programs, graphical interface
- b) Learner Activities
  - 1) Mechanical - what learners actually do during the learning experience (e.g., taking notes, time on task, small group interaction)
  - 2) Cognitive - learning behavior (e.g., how deeply are learners' thinking?)
- c) Impact of the experience
  - 1) Intent/motivation
  - 2) Change in attitude/perspective/behavior
  - 3) Learning gains: knowledge and skills
- d) Learner attitude toward the experience

### 2. Survey Design

- a) Areas
  - 1) Learning environment
  - 2) Learner experience
  - 3) Impact
  - 4) Attitude
- b) Sections
  - 1) Introduction/instructions
  - 2) Bio/Profile
  - 3) Quantitative and fill-in questions
  - 4) Open-ended questions

### 3. Survey Development Guidelines

- a) Engaging the respondent/making the survey interesting
- b) Flow, narrative, logical sequence

#### **4. Survey Question Guidelines**

- a) Single focus
- b) Clear, straightforward language
- c) Concise
- d) Relevant, meaningful
- e) Be wary of adverbs
- f) Be specific

#### **5. Survey questions, rating scales, & multi-item scales**

- a) Rating scales
  - 1) Number of categories
  - 2) Descriptors
  - 3) Anchors
- b) Multi-item scales

#### **6. Survey dimensions**

- a) Topics - sequence, flow
- b) Groupings - composition: sets of questions that profile or collectively represent behaviors
- c) Questions - format and content

#### **7. Survey Administration**

- a) Response rates
- b) "Up close and personal" - connecting the survey to the respondent
- c) Importance of context and how survey is administered (can bias responses)

#### **8. Data reporting and Comparing data**

- a) Total number of respondents
- b) Means, standard deviations,
- c) Distributions, % of positive and negative responses,
- d) Scale means

#### **9. Questions that Guide Survey Development**

- a) What is the purpose of the survey?
- b) What are the major topics you want the survey to cover?
- c) What are the essential questions about each topic the survey should answer?

- d) Who will be the audience for the findings?
- e) What impact might the findings have?
- f) How much time will respondents have to complete the survey?

## **10. Developing a survey**

- a) Identify purpose
- b) Identify areas of investigation and overarching questions
- c) Describe behaviors, processes, or concepts addressed by overarching questions
- d) Gather ideas for questions: interviews, focus groups, literature review, experts
- e) Generate survey items
- f) Group survey items by topics in order to create a narrative (e.g., implementation, learning experience, impact of experience, attitude toward the experience)
- g) Pilot test
- h) Revise

## **11. Using surveys to generate credible data**

- a) Survey administration
- b) Item composition of groupings
- c) Specificity and relevance of questions