

So, you want to run a survey?

OR

Traps for the unwary

Some issues to consider

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Purpose?

- Assess a need
- Evaluate success or otherwise
- Poll attitudes
- Assess understandings

Who is in, who is out?

- Random samples
- Opportunity samples
- Proportional samples
- Sample size

Questions and Answers

- Select one answer
- Select several answers
- Ranking or rating
- Open response

Select one answer

- Are you male or female?
- Are you currently studying?
- Which age group are you in:
 - 20 to 25
 - 26 to 30
 - 31 to 35

Select several answers

Tick all that apply.

- When studying do you

Read text-books?

Practise problems?

Talk with other students?

Try to forget about other issues?

Ranking or Rating

For each statement tick how much you agree.

Not at all

Unsure

Very much

I like modern music.

I enjoy watching films.

I like visiting friends.

Open Response

Have you any further thoughts about this topic?
Please write them in the space below.

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

What type of data?

Oral

Numerical

Text

Video

Is your data what you think it
is?

Nominal

Ordinal

Interval

Ratio

Analysis

Depends on data type

- 1) Nominal: counts, percentages
- 2) Ordinal: counts , percentages
- 3) Interval: arithmetic (statistics)
- 4) Ratio: arithmetic (statistics)

Dumb software

Treats everything as a number:

Excel

SPSS

Silly researchers

Treat everything as a number:

Excel

SPSS

Are there solutions?

Ordinal can be transformed into interval data:

- Structural Equation Modelling (SEM) *via* AMOS does this, when asked
- Item response Theory models do this, particularly Rasch analysis

What about textual data?

Textual data can be analysed thematically

Or

It can be categorized to construct described continua

Remember that

It is rare to have a purely quantitative or qualitative methodology

AND

Mixed methods are the most fruitful.