

## CSci 110: Conducting Surveys

**Goal: To gather empirical data in an organizational or social setting**

### ***Fact-Finding Methods***

Face-to-Face Interview  
\* **Questionnaire or survey**  
Record Sampling  
Observation

### **Developing an effective survey instrument:**

**Who** - who will fill it out?  
age, literacy level, other limitations

**Why** - what are you trying to find out?  
you only get one shot  
get too much, rather not enough, info if possible

### **What are constraints?**

Time  
Location - on the spot, telephone, mail-in  
Actual administration of survey  
Tabulation of results

### **Kinds of data collected:**

*demographic* - background info - age, gender, years of experience, etc.  
*facts* - yes, no, checklists, open-ended responses  
*attitudes and opinions* - Likert scale, yes or no, open-ended responses

### **How do you decide what kind of data to collect?**

What are you going to do with it? (inform, persuade, infer)  
How easy will it be to analyze? (numbers vs content analysis)

### **Format of survey instrument:**

quick answer  
easy to understand  
as short as possible

**Design ---> Pilot test ---> Revise ---> Administer to desired population**