Survey Development

1. **What is the process?**
   - Determine goals
     - Assign best method(s) for meeting needs
     - Measure only content vital to addressing assessment needs
   - Identify audience
     - Make list of appropriate sample or population
   - Create draft
     - Write items keeping in mind knowledge level of audience
     - Group similar items for consistency
     - Keep items directly linked to survey goal(s)
     - Minimize or eliminate questions written out of curiosity
   - Pilot test
     - Use small group representative of larger survey audience
     - Ask for feedback and edit accordingly
     - Test time to completion and online features (e.g., skip logic)
   - Finalize timeline
     - Create survey invitation
     - Commit to reasonable time frame (e.g., 7 – 10 days)

2. **What makes an effective survey?**
   - Precision
     - Keep questions simple
     - Avoid asking about multiple ideas in a single item
     - Word items so that individual interpretation is limited
   - Length
     - Keep length short to prevent respondent fatigue and attrition
     - Place vital demographic items at beginning or end
     - Limit open-ended questions (see below)
   - Language
     - Remove or define acronyms
     - Limit use of jargon and technical language
     - Avoid "leading" respondent to particular conclusion with slanted terms

3. **What is the structure?**
   - Closed-Ended Questions
     - Items with purposeful limitations on responses (e.g., lists of categories)
     - Useful when wanting to "code" or use statistical analyses
     - Examples:
       1. True/False
       2. Yes/No/I don't know
       3. Strongly Agree/Agree/Neutral/Disagree/Strongly Disagree
   - Open-Ended Questions
     - Items with little or no limitations on responses (e.g., free form responses)
     - Useful when wanting to ask for opinions or feelings, or when answer categories do not exist
     - Examples:
       1. In what ways have you benefited from the software's support manual?
       2. What suggestion(s) do you have for improving undergraduate advising?

4. **What is the response rate?**
   - Proportion of invited people who respond to survey

$$\frac{\text{Number of Complete Surveys}}{\text{Number of People Contacted}} = \text{Response Rate}$$

> **Note:** OIEA will review, edit, and provide suggestions upon request.