I ❤️ Surveys: Where to Find IUPUI Survey Results and Best Practices for Crafting Your Own
Why Surveys?

- What can surveys do?
  - Gather information about a population
  - Understand expectations, satisfaction, knowledge, attitudes, behaviors of key constituents – faculty, staff, students (current/prospective), alumni, community

- For what purpose?
  - Program evaluation
  - To inform planning or programming
  - To inform future research
Is a Survey Needed?

- Is administering a survey the best way to get the information you need?
  - Does the information already exist?
  - Has there been previous research on your question at the university?
  - Are there other universities looking into this question – how do they do it? Have they answered it?
  - Is there a survey that already exists to which I can add questions?
  - Does the research question even lend itself to doing a survey?
  - How many people do I have?
Things to Consider Before Collection

• Will the findings be actionable?
• Who will use the data?
• Sensitivity/ethical considerations?
• Do I want to be able to compare to other institutions?
• Do I want to be able to compare over time?

• Is the purpose institutional improvement or research? OR both?

Contact IU IRB
More Things to Consider

• What do you want to be able to say after I collect this data?
  • X% of students were satisfied by program Y.
  • X% of students have a better understanding of Y.
  • X% of students want Y service.

• You need to ask questions that allow you to make claims you want to make
9 Tips for Writing Good Survey Qs

1. Make sure every question is necessary
2. Keep it short and simple
3. Ask direct questions
4. Ask one question at a time
5. Avoid leading words/questions
6. Speak your respondent's language
7. Give mutually exclusive choices
8. Consider adding a “Prefer not to answer” option
9. Cover all the possible choices
More Tips

- Survey length
  - Don’t ask questions you aren’t going to use
- Question order
  - Sensitive questions
  - Demographic questions
Response Rates

• Response rates are dropping

• No magic number for response rates that is going to guarantee you have excellent data quality

• Quality v. Quantity

• Understanding response bias and ethically reporting results
Response Rates

• Tips to improve response rate
  • Intrinsic motivation – do the respondents care about the topic?
  • Incentives
  • Length of invitation / length of survey
  • Look and feel of survey
  • Wording/timing of reminders
  • Timing / coordination with other surveys
  • Confidentiality
  • Using the results and communicating that use
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