**Survey Process Overview**

Identify knowledge needs

* Generally, what do we need to know?
* What decisions are we trying to inform?

Identify respondents

* Are there subgroups of interest?
* How can we access the respondents?

[Identify sampling process]

Identify contextual factors

* Are there budget constraints?
* Do the respondents share a common language and a common reading level?
* Are there external factors that could impact the survey?
* Are there potential physical, logistical, conflict, power, or other issues that may impact respondents’ capacity to complete the survey?

Select survey administration mode

* Self-administered or Assisted?
* Computer aided or Paper and pencil?

**Design survey questions**

* Specifically, what do we need to know?
* How should we word our questions?
* How should we order our questions?

Pilot test and refine survey

Administer survey

Analyze data

Report

**Case Study Practice – Constraints, Context, and Questions**

Work with a partner. Consider each of the three scenarios and identify (a) questions you have for the person/group contracting the survey, (b) likely contextual issues or constraint that may impact survey administration and/or question wording, and (c) how you would modify your survey based on the contextual issues and constraints.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Case I** | **Case II** | **Case III** |
|  | You are working for Massport, the Massachusetts authority that oversees the airports, and have been asked to design a self-administered survey for airport users to pick up via brochure holders at the airport to gauge satisfaction with airport services | You are working for AEA and have been asked to design a survey of attendees at each of its 50+ workshops offered so as to help the facilitators to improve their workshops and the association to determine which workshops to offer again | You are working for a national publisher and have been asked to design a customer survey for users of its online library portal to develop a profile of the users of the library portal as well as their level of satisfaction with the portal |
| **Questions** |  |  |  |
| **Contextual Issues**  **& Constraints** |  |  |  |
| **Impact on survey** |  |  |  |