

Survey Guide



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Survey Guide

Overview

Surveys are typically used to collect quantitative data from a representative sample of people, which can be analysed statistically and generalised to a larger population.

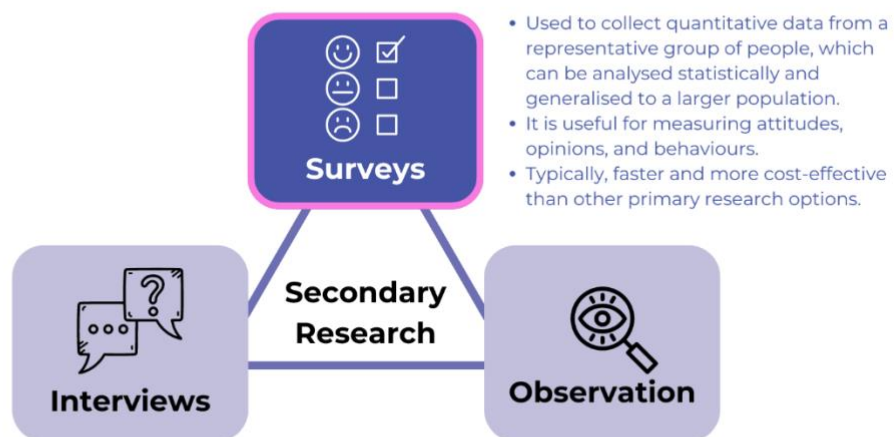
How are surveys used?

Surveys can be used for verifying assumptions, gathering further information in relation to insights identified, as well as measuring attitudes, opinions, and behaviours on various topics, such as user satisfaction, market research, public opinion and social issues.

While surveys are a useful research tool for collecting standardised and comparable data from a large and diverse group of people, they typically are not the best choice when you want to explore the meanings and motivations behind human behaviour.

As part of the EBN Process, surveys are used as a method of engaging with stakeholders to rank Need Statements in terms of satisfaction and importance in stage 2.

Triangulated Research Approach



Title: **Triangulated Research Approach**

Top Tips

Top Tips for writing a survey:

- Define the purpose and goals of your survey before you start writing the questions.
- Use closed-ended questions as much as possible, as they are easier to analyse and quick to answer.
- Avoid leading, biased, or ambiguous questions that might influence or confuse your respondents.
- Keep a balanced set of answer options that cover all possible responses and include a neutral or “don’t know” option if appropriate.
- Use clear and simple language that your respondents can understand and relate to.
- Create a consistent order for your questions and group them by topic or theme.
- Test your survey with a small sample of your target audience and revise it based on their feedback.

Advantages and Disadvantages of Using Surveys

Advantages of using surveys as a research tool include:

- Provides reliable and valid data, if the survey questions are clear, unbiased, and relevant to the research objective.
- Offers flexibility in terms of the mode of delivery, such as in-person, online, email, phone, or face-to-face.
- Typically, faster and more cost-effective than other primary research options.

Some of the limitations of surveys include:

- They may suffer from low response rates, which can affect the representativeness and quality of the data.
- They may not capture the complexity and depth of the users' experiences, as unlike semi-structured interviews they typically don't provide the opportunity to probe.

Survey Design

Consider the types of questions posed, whether closed or open questions, or a combination of both. Questions shape answers!

Note: A closed-ended question includes a predefined list of answer options, while an open-ended question asks the respondent to provide an answer in their own words.

Some other types of questions include:-

- Multiple choice questions
- Rating scale questions
- Likert scale questions
- Dropdown questions
- Ranking questions
- Image choice questions
- Click map questions
- File upload questions
- Slider questions
- Benchmarkable questions

Resources

Useful resources may include the following:

- www.SurveyMonkey.com
- [Microsoft forms](#)
- [Google Forms](#)