

Survey Support

1. Invitation: Survey participation must be free from coercion. Survey administrator(s) must indicate that participation is voluntary and respondents are free to opt out without penalty.
2. Sample size: A sample size calculator may be used to provide an estimate of the sample size needed for a more accurate portrayal of the overall population (<https://surveysystem.com/sscalc.htm>). The sample size calculator will require input of parameters for the confidence interval and the confidence level.
 - a. Confidence interval: margin of error that is generally reported as a plus or minus figure in survey results. For example, a survey result of 66% with a confidence interval of 5 would indicate a response of 61-71% (66% +/- 5%) for the overall population.
 - b. Confidence level: how sure you are the result is within the confidence interval. Most researchers use a 95% confidence level. This indicates that the researchers are 95% certain the results are within the confidence interval.
3. Privacy: Survey administrator(s) must clearly state whether the survey is anonymous or confidential. If identifying information needs to be collected, it must be explicitly requested as an item on the survey, so as not to give the impression that the survey is anonymous.
4. Anonymity: If survey subjects are promised anonymity, the researchers must make every effort to guard sensitive information and prevent anyone outside of the project from connecting individual responses with identities.
5. Contact Information: The survey must include “contact information” (name, email address, telephone number, etc.) should the respondents have any questions about the study.
6. Survey Calendar: Survey research has increased in recent years. In an attempt to identify and prioritize university wide assessments that are key to the institution and to minimize survey fatigue, please refer to the OIERP survey calendar when planning your survey.
7. Qualtrics support/ suggestions,
 - a. Review PowerPoint training document: contact OIERP (or post this?)
 - b. Refer to Qualtrics online resources:
https://www.qualtrics.com/support/?utm_medium=product&utm_source=help&utm_campaign=qualtrics%20support
 - c. Preview survey: it is strongly encouraged to preview the survey and invite others to preview the survey before distribution to contact list
 - d. Invitation: respondents may be invited to participate via:
 - i. Contact list upload to Qualtrics for email distribution
 - ii. Distribution using anonymous link: email, announcement, flyers, etc.
 - iii. Distribution using anonymous QR code: email, announcement, flyers, etc.
 - e. Reports: utilize Qualtrics “Classic Reports” tool to create preliminary and final reports of survey data
 - f. “and” or “or” questions: these are considered double barreled questions. It is suggested to minimize use of conjunctions (“and” or “or”) since these tend to confuse respondents and can make analysis invalid
8. Survey Questions: Qualtrics guidelines
<https://success.qualtrics.com/download-7-tips-for-writing-surveys.html>

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- a. Keep it simple: try to create short, simple and well organized surveys with an estimated 15 minute upper limit for survey completion
- b. Use scales whenever possible: scales provide both the direction and intensity of the response and will allow higher level analysis of results
- c. Keep coded values consistent: if the scale direction is consistent, it will be easier for respondents to answer and for researchers to analyze the data. Generally, highest value is the best outcome ("Customer service is responsive?" eg. strongly disagree to strongly agree)
- d. Explain why: respondents will be more likely to respond if they know the reason for survey and the use of the data
- e. Know your audience: write questions at the level of your least informed respondent, so that respondents are not confused by survey questions (minimize use of complicated language, acronyms or jargons)
- f. Logical question order: the respondents will be more likely to complete if the survey flows easily (funnel approach: broad to specific questions)
- g. Test drive your survey: take the survey and ask 5 others (preferably from the target audience) to take the survey. Ask them: how long did it take; questions that were confusing; any problems taking the survey.