

Name: \_\_\_\_\_

# Conducting a Survey

Date: \_\_\_\_\_

## Steps for Conducting Surveys

1. Write good survey question(s).
2. Gather the data by conducting the survey.
3. Summarize the data in a table.
4. Add columns for percentages in the data table.
5. Represent the data in a graph.

## Writing Good Survey Question(s)

Ask, "What do I hope to learn from asking the question(s)?"

- Make sure the answers will give you the information you need.
  - Capture demographic information (gender, age, etc.). Should it/they be open-ended or closed-ended?
  - If you can't anticipate all of the possible responses, use an open-ended question, if not, let them select from a list of choices.
  - If you let them select from a list of choices, make sure the list: ✓ Does not have any overlapping choices ✓ Covers all of the possible responses
  - Whether you use open-ended or closed ended questions, do not make the mistake of asking two questions in one. Separate them into two questions. If I have several questions, are they ordered from facts to opinions?
  - Ask more general, factual questions first, then zero-in on the specific opinion question(s) later. Are my questions neutral or biased?
  - Survey questions should simply ask a question. They should not include any words that might sway the respondent one way or the other. Biased questions include words that may sway a response. Neutral questions do not.
  - Try to make your questions neutral. Don't say, "Do you prefer watching slow-paced baseball games or action packed hockey games?" Instead say something neutral such as, "Which sport do you prefer to watch: baseball or hockey?"

## Gathering the Data

When you gather data, think about all of the information you want to include within each separate survey. It's a good idea to assign one row for the results of each survey as you are gathering the data. It's okay to gather more data than you end up using.