

Statistical Consulting & Research Center Workshop, Thursday October 21, 2010

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- Free services provided by the Statistical Consulting & Research Center
 - Reviewing surveys **before** using them for research
 - Keying the data from paper surveys
 - Programming support using SPSS and/or Mini-Tab
 - Assistance with statistical analysis and interpretation (if needed)
- Useful tips
 - Follow the Six Steps for Successful Surveys
 - Contact Randy early. He checks his emails multiple times per day
 - Decide who your audience is and how you will contact them
 - Allow a reasonable time for response
 - Anticipate a 30-40% response rate unless you have a very select group
 - Allow 2-3 weeks from when data is collected before data is keyed and analysis is run (for online surveys allow a minimum of 5-10 days for people to respond before you gather the data)
 - Read up on Hypothesis Testing
- Good questions and bad questions for surveys
 - In your answers, you don't always need to use descriptive terms, i.e. years for age
 - If you can't list all of the possible answers, allow for free writing answers
 - When looking at categorical answers, you can always put frequently filled in answers as a category
 - If you use open ended questions, then you will have to put the answers into categories eventually to code
 - If you only know that there are only a certain amounts of categories, only list those possible categories. Don't give more options if they don't need it
 - What is your age _____ years? – good way to do age
 - Unless you really know your participants, leave it open ended, then you can turn it into categories
 - Can do the same with Country of origin, then categorize afterwards
 - Level of Education, undergrad, grad, exchange student
 - Likert scale – examples of likert scales: (1) never, (2) very seldom, (3) seldom, (4) sometimes, (5) often, (6) very often, (7) always. Make options numerical. (1) Strongly disagree, (2) disagree, (3) agree, (4) strongly disagree, (5) not sure.
 - Neutral responses are up for discussion. Without neutral it forces people to pick one side or the other. Without it gives people the option.
 - If you use any kind of standard testing form, you should probably include the computation of test scores. Allow them to add it up themselves.

- Sometimes because of the way the words are made, you will have to reverse the answers. If all questions are either positive or negative, then you won't have to switch the answers
 - Put a quantitative (numerical) marker next to words used: __ (1) male __ (2) female
 - This makes it easy to code for analysis
 - The only question you should put categorical answers for is income
 - Have the participant check answers not circle them
 - Reducing the need to read will help the participant. Be succinct in your wording.
 - When using a survey, design the survey then use it on your friends. Get feedback on it.
 - Should have at least 30-50 participants for surveys
 - Use numbers instead of letters for answer options
 - GIGO – Garbage in, Garbage out. If the questions aren't set up right, then you won't get the answers you are looking for.
- SPSS is a tool to analyze data along with Mini-Tab
 - Mini-Tab is a program that is used for easy statistical analysis of data. It utilizes a spreadsheet concept with columns and rows
 - SPSS has been the industry standard for many years
 - Both programs are site-licensed to SCSU. Computers on campus should have both programs ☺
- Online surveys – Survey Monkey
 - A way to develop and give online surveys
 - Has many ways to develop a question for the survey
 - Multiple choice
 - Rating scale
 - Single text box
 - It can even give immediate responses like a quiz
 - Very easy!!
 - Once you have developed the survey, you can email the link for the participants to complete the survey
 - Can instantly give the frequency of question answers, comes out in a report form