Introductions

• Who we are...?
• Who you are...?
• Motivations for coming to this workshop?

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Aim, Objectives & Outcome

• **Aim:** will help build your confidence in using a survey as an effective evaluation tool.

• **Objectives:**
  - By participating in this workshop, you will learn about:
  - using effective decision making concerning when to use a survey for evaluation purposes
  - designing an efficient and engaging survey to maximise response rates
  - ensuring that ethical considerations are addressed robustly

• **Outcome:** In summary, by the end of this workshop, you will be able to produce a sensational survey!

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Why use a survey for evaluation purposes?

Seventh heaven or seven deadly sins...?

**Heavenly**
- Gathers large amounts of data relatively swiftly
- Can be used anonymously
- Can use already validated tools
- Can provide straightforward visual analysis of found data
- Can be inexpensive when compared....
- Can be done within short timeframe
- Can reduce researcher bias

**Deadly**
- Can induce low response rates due to impersonalised process
- Can induce skewed responses due to poor design
- Can induce low response rates due to survey fatigue
- Can be overly simplistic method for more complex explorations
- Can induce spurious claims from incomplete analysis
- Can be used inappropriately as a quick fix
- Can be ethically intrusive, especially if algorithmic

Photo by [Firmbee.com](https://www.firmbee.com) on [Unsplash](https://unsplash.com)
Breakout Activity 1

• In your group, answer the Biscuit Challenge Survey
• What is wrong with this survey?
• How many things can you spot...?
• Feedback.....

Photo by Michael Dziedzic on Unsplash
Breakout Activity 1 – Aaargh!
What does a good survey look like?

Key factors

- Access to survey
- Level of participant support
- Incentives
- Optimal length of survey
- Timing and possible information fatigue
- Question wording and ordering
- Survey question formats
- Reporting and debriefing
Breakout Activity 2

Critique a survey

Use the adapted Survey Research Design Checklist. Consider a survey used (or designed) and assess it against these criteria. Discuss one exemplar within each group.

Photo by Michael Dziedzic on Unsplash
Concluding remarks, reminder of objectives and further links

- Objectives
- Ethics
- BERA https://www.bera.ac.uk/publication/bera-statement-on-close-to-practice-research
- SRDC exemplar https://www.officeforstudents.org.uk/media/9bdab393-bede-4515-a23c-b8c63cbdd12a/srdc_learning-gain.pdf

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