



SURVEY GUIDELINES

VER 1.0

SURVEY GUIDELINES

- ▶ Considerations before you start
- ▶ Types of questionnaires (Surveys)
- ▶ Choice of tools for questionnaires
- ▶ What do I do with the result?
- ▶ The good questionnaire
- ▶ Other courses

CONSIDERATIONS BEFORE YOU START

▶ **Resources**

- Use of questionnaires take time and often much longer than expected!
- It may cost money to do the study
- It may cost money to distribute the material
- It may take a lot of time to ask in the right way
- It may take a lot of time to get the answers
- It may take a lot of time to "clean" the answers
- It may take a lot of time to extract something from the results

▶ **Tools? – may be decisive for success!**

▶ **Support**

- Ask the Data Management Group for help in order to avoid classic mistakes! We have experience.

CONSIDERATIONS BEFORE YOU START

▶ What should I tell the receiver?

- Who is asking?
- Why do you ask?
- What is the purpose?
- Why should I spend my time answering?
- How long does it take to answer?
- What is my benefit of answering?
- Where and how can I see the result of the study?
- Who can I contact if I have problems answering?
- Remember always to say THANK YOU!

The above should be included as a minimum in an accompanying letter/introduction.

CONSIDERATIONS BEFORE YOU START

▶ Who is the receiver?

- Age group?
- IT skills?
- Health?
- Location?
- Access to technology?
- Interviewer/helper?
- Does the respondent need special qualifications to answer?
- Are there any considerations concerning phrasing (language, readability index etc.)?
- Ethnic or religious considerations?



CONSIDERATIONS BEFORE YOU START

▶ Is the respondent anonymous, an identifiable person or company?

- It is always allowed to do studies where respondents are anonymous

This means that the result is not transferable to a person or a company, neither directly nor indirectly.

▶ **Non-anonymous studies are comprised by the Personal Data Protection Act!**

- This means an application must be sent to the Danish Data Protection Agency, etc., in accordance with the Administrative Act and the Penal Code
- Specific requirements for collection of data, tools, storage, encryption etc.

*Data Protection Agency = Tove Bæk Jensen, for Aarhus University
Data Management offers a course on the handling of personal data.*

CONSIDERATIONS BEFORE YOU START

▶ Why do I ask?

- What do I need the answers for?
- How is the weighting of questions within the different subjects?
- How many questions can I ask?

Studies show a **max. of 35** questions in the area of health!

- in all other areas fewer!
- Are all questions necessary?
- Can I find the answer elsewhere e.g. in a registry, previous studies?

TYPES OF QUESTIONNAIRES

- ▶ There are many ways to reach respondents



SurveyMonkey®



surveyXact®



AARHUS UNIVERSITET

CONSIDERATIONS BEFORE YOU START

▶ How should the respondent answer?

- How would I like to receive the answers?

*Answers on paper can become a huge challenge!
Digitalisation of answers!*

- How do I translate the answers into something I can make

▶ calculations on?

Choice (tick off), number, scale or text (free text!)

- Are the answers going to be compared with other studies?

There are verified standards!

ICD-6, ICD-7... ICD-10, SF36, SF12, IPAQ osv.

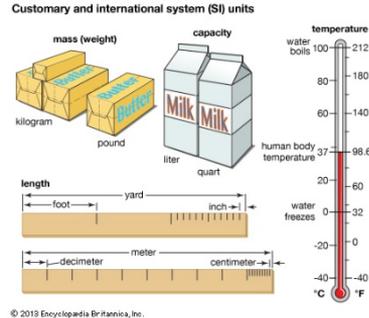


CONSIDERATIONS BEFORE YOU START

▶ How do I minimise wrong answers?

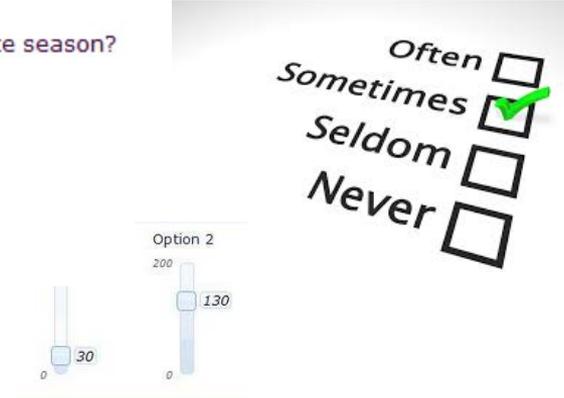
- Everybody can tick a box!
- Remember units!
- Limits on ranges!
- Marked spaces

Write 5
numbers



What is your favorite season?

- Summer
- Winter
- Fall
- Spring
- No answer



Birthday? (dd-MM-yyyy)

Age? (20-65
years)



CONSIDERATIONS BEFORE YOU START

▶ **Advice for asking more questions and getting more answers:**

- Group similar questions
- Make a small introduction to the grouped questions (flow-breaker)
- Indicate continuously how far the respondent is

- Make the respondent feel ownership of and commitment to the project – it is important!
- In some cases a small reward/gift could be an idea!

- Make the language concise so that respondents do not get tired along the way...
- Make it easy to answer: Yes/no, tick off, choose answer, numbers etc.
- Avoid that the respondent needs to think too much to be able to answer.

CHOICE OF TOOLS

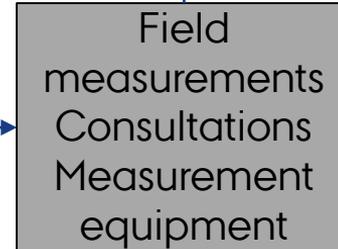
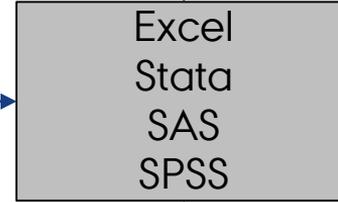
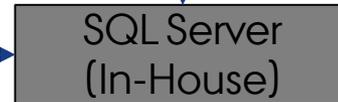
▶ Software solutions

Tool	Best for	Other
SurveyXact (Rambøll)	Web /paper	Through AU approved by the Data Protection Agency, AU central licens
Inquisite	Web	No licens at the Department
Epidata	Paper	Double typing etc.
Teleform	Paper (Scan)	Expensive (DKK 100) – and soon not used anymore!
PictureSurvey	Offline Pictures	In-house, Offline
DM's Survey Offline	Offline Multi-Tablets m.m.	In-house, Offline, Design in SurveyXact, encrypted
RedCap	Web	No data structure, 1990 design
SurveyMonkey	web	Often illegal! Where is data?

CHOICE OF TOOLS



Data management



Data management

THE GOOD QUESTIONNAIRE

- ▶ Asking the right questions is really a challenge
- ▶ It typically takes longer time than expected
- ▶ Avoid the classic mistakes – or you may have to do it all over again!
- ▶ Always test your questionnaire on others
- ▶ Find out if you can use standard tools such as *ICD, SF36, SF12, IPAQ*
- Standard tools may require a license!



THE GOOD QUESTIONNAIRE

▶ **Avoid classic mistakes in questions:**

- Can your question be misunderstood?

"Jensen benådes ikke hænges"

a) *"Jensen benådes ikke, hænges"*

b) *"Jensen benådes, ikke hænges"*

- **If your questionnaire is in several languages, are you 100% certain that you are asking the exact same thing?**

THE GOOD QUESTIONNAIRE

- ▶ Words that **ALWAYS** result in useless answers

AND – OR – NOT

- ▶ **Example 1: "Are you concerned about your child's well-being AND health"?**

Well-being and health are two different things!

What do you answer?

Well-being – Health – or a combination of well-being/health with unknown weighting?

THE GOOD QUESTIONNAIRE

- ▶ **Example: "Are you NOT concerned about your child's well-being AND health"?**

How is *not* to be understood? – Should you answer the opposite?
Have you all noticed the small "not"?

- ▶ **Example: "Are you concerned about your child's well-being OR health"?**

How to respond to that? Yes, No, Yes/No or No/Yes

THE GOOD QUESTIONNAIRE

Be careful with non-specific questions!

▶ *Do you think it feels hot today?*

Here are 3 problems!

- Think We do not all necessarily think the same about a certain temperature!
- Feel The feeling of a temperature is not the same for everybody!
- Hot "Hot" colours your questions – what about cold!

▶ *How high is the temperature in °C? This is a fixed measurement !*

THE GOOD QUESTIONNAIRE

▶ Scale questions

- Always
- Sometimes
- Not so often
- Almost never
- Rarely

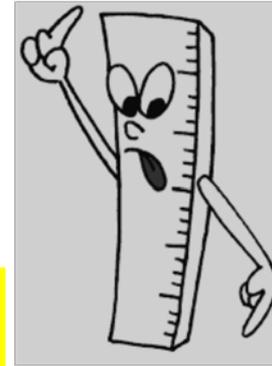
Distance and
balance !

- Never
- Rarely
- Sometimes
- Most of the
time
- Always

Easily "colours"
answer towards
Never (-)

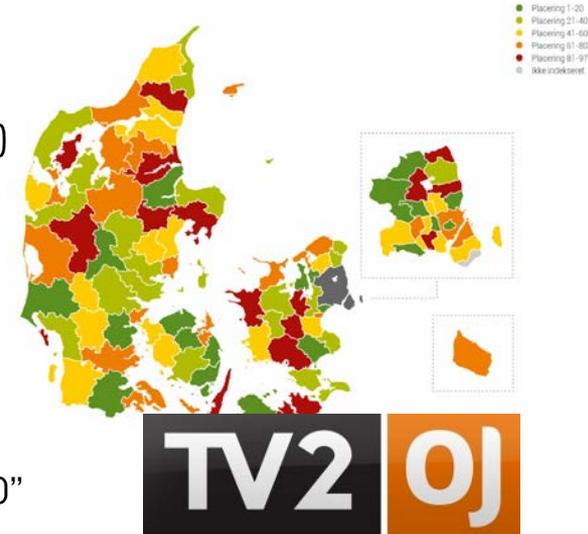
- Always
- Most of the
time
- Sometimes
- Rarely
- Never

Easily "colours"
answer towards
Always (+)



DOES IT MEAN ANYTHING THEN?

- ▶ **Example:** <http://www.socialindeks.dk> (temporarily closed)
 - ▶ 1/3 of the study is based on "think" and "feel" questions
 - Must be a member of a specialist organisation (Socialpædagogerne)
 - Members are not employed in positions with data access
 - There are no factual numbers!
 - ▶ 1/3 of the study is based on the answers of "a manager"
 - if not the score is automatically "0"
 - ▶ Municipalities have thousands of services within these areas
 - they ask only about a few
 - ▶ If a municipality buys the service in another municipality, the score is "0"
- Can you see who decline participation in the study?
- Can you see which municipalities have treatment centres?
- What does the study actually show?



HOW TO ADVANCE

▶ Rambøll

- Rambøll free courses in SurveyXact
- Rambøll free courses in "the good questionnaire"
<http://www.surveyxact.dk/academy>

▶ Data Management

- We would like to help!
- We have a number of tools which can save time
- We have experiences that we would like to share with you!
<http://ph.medarbejdere.au.dk/datamanagement/kurser/>

SURVEY GUIDELINES

- ▶ **Get a good start – save time – and get some good results!**

Thank you for participating!



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