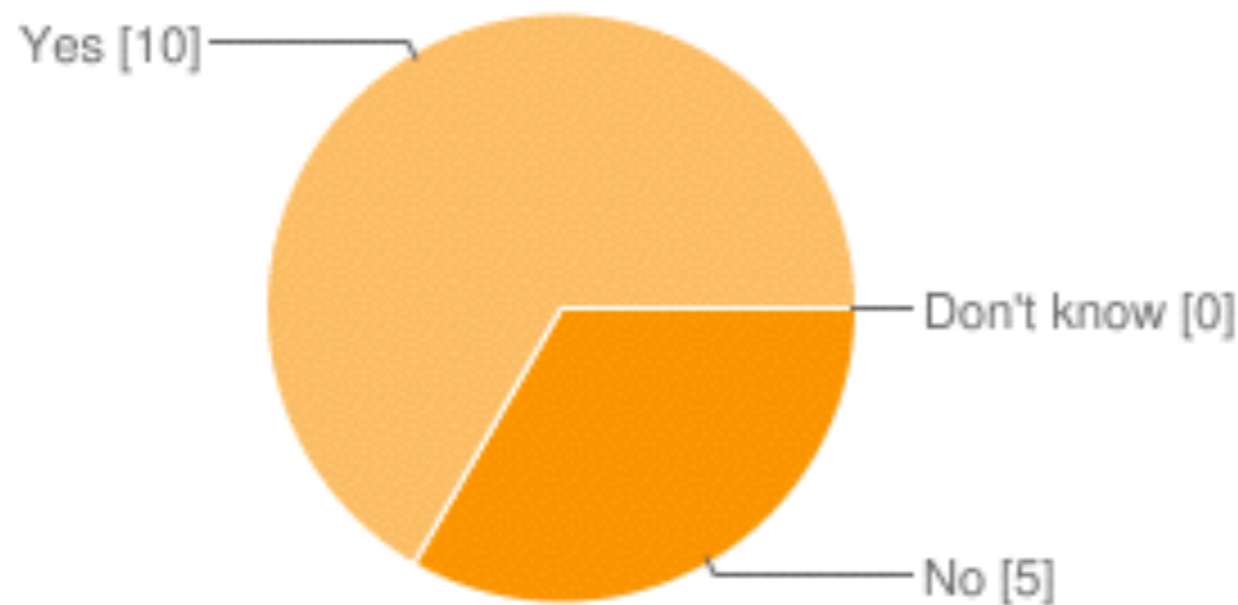# Conducting a Survey

based on Anderson 188-193

Surveys help with

Decisions, decisions, decisions

using data

Have you ever interned or worked somewhere that required you to produce professional documents such as emails, reports, or proposals?

No	**5**	33%
Yes	**10**	67%
Don't know	**0**	0%

Yes [10]

Don't know [0]

No [5]

What decisions will your readers have to make?

What decisions *in the tech briefings* will your readers have to make?

What **data** will help decide?

What *data* will help decide? *in the tech briefings*

From the assignment:

"brief the class with a lean deliverable that informs us of a specific communication technology that most of us will either likely encounter or find useful in the workplace."
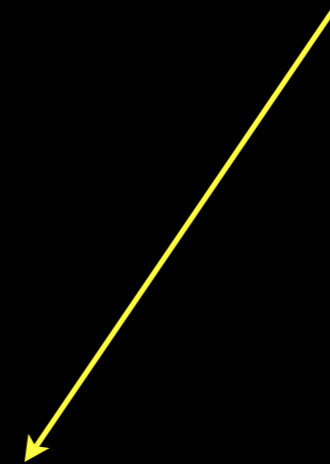
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"brief the class with a lean deliverable that informs us of a specific communication technology that most of us will either likely encounter or find useful in the workplace."

decisions

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decisions

- choose a relevant technology

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decisions

- choose a relevant technology

- link its affordances to workplace literacy

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decisions

- choose a relevant technology

- link its affordances to workplace literacy

- design a deliverable

From the assignment:

"brief the class with a lean deliverable that informs us of a specific communication technology that most of us will either likely encounter or find useful in the workplace."

decisions

- choose a relevant technology

- link its affordances to workplace literacy

- design a deliverable

- prepare a 10-15 min briefing

What's the **full range** of information groups will find helpful?

What's the **full range** of information *in the tech briefings* groups will find helpful?

operating systems

majors/fields

operating systems

years of experience

majors/fields

operating systems

years of experience

majors/fields

owned hardware

operating systems

work environments

years of experience

majors/fields

owned hardware

operating systems

work environments

years of experience

majors/fields

owned hardware

curiosity

operating systems

work environments

years of experience

majors/fields

owned hardware

knowledge of programs

curiosity

operating systems

work environments

years of experience

majors/fields

owned hardware

knowledge of programs

curiosity

operating systems

knowledge of functions

work environments

years of experience

majors/fields

owned hardware

knowledge of programs

curiosity

operating systems

knowledge of functions

writing ability

Tips on
Survey design

Avoid ambiguity. Define terms, be precise with wording, and give examples.

Avoid ambiguity. Define terms, be precise with wording, and give examples.

No   How often do you use technology?

Avoid ambiguity. Define terms, be precise with wording, and give examples.

No How often do you use technology?

What do you mean by "technology"?

Avoid ambiguity. Define terms, be precise with wording, and give examples.

No How often do you use technology?

What do you mean by "technology"?

Better How often do you use SMS (i.e. text messaging) for school writing projects?

Mix closed and open questions.

Closed questions = forced choice (yes/no), multiple choice, ranking, or rating.

Open questions = fill in the blank, short answer, or essay

Ask reliable, valid questions.

Suppose you wanted to know how experienced students are with web design.

Ask reliable, valid questions.

Suppose you wanted to know how experienced students are with web design.

No   Are you experienced with web design?

Ask reliable, valid questions.

Suppose you wanted to know how experienced students are with web design.

No   Are you experienced with web design?

This doesn't measure web design in specific, verifiable ways.

Ask reliable, valid questions.

Suppose you wanted to know how experienced students are with web design.

No   Are you experienced with web design?

This doesn't measure web design in specific, verifiable ways.

Better   Rate your experience with the following web design interfaces:

Avoid biased questions.

In other words, don't beg the response.

Avoid biased questions.

In other words, don't beg the response.

No   How awesome is the dictionary function in MS Word?

Avoid biased questions.

In other words, don't beg the response.

No   How awesome is the dictionary function in MS Word?

I don't think its awesome. Actually, I hate it.

Avoid biased questions.
In other words, don't beg the response.

No   How awesome is the dictionary function in MS Word?

I don't think its awesome. Actually, I hate it.

Better   How often do you use the dictionary feature of MS Word?

Also...

Also...

- Place your most interesting questions first

Also...

- Place your most interesting questions first

- Limit the number of questions (no more than 5 for ours)

Also...

- Place your most interesting questions first

- Limit the number of questions (no more than 5 for ours)

- Test for usability

Professional Writing Survey

Please take a few moments to complete this brief survey before class on Wednesday, 1/19.
Thanks!
Jason

Have you interned or worked somewhere that required you to produce professional documents?

Don't know ▲▼

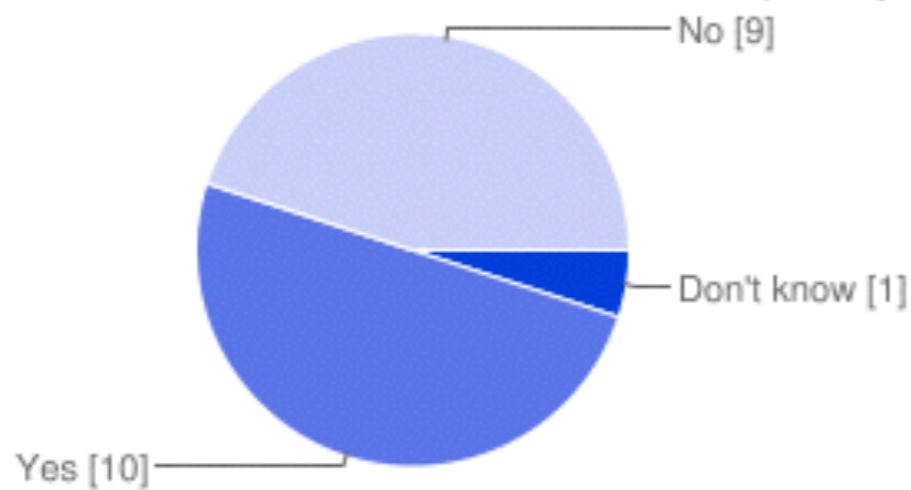**If you answered yes, what kind of industry?**
Check all that apply
☐ Sales/marketing
☐ Accounting
☐ Technology
☐ Engineering
☐ Education
☐ Nonprofit
☐ Something else

Which of the following documents have you researched, written, and/or designed?
Check all that apply
☐ Technical instructions
☐ Feasibility reports
☐ Empirical reports
☐ Proposals
☐ Executive summaries
☐ Letters
☐ Emails
☐ Professional website

Interpreting your results

Interpreting your results

Which of the following documents have you researched, written, and/or designed?

Technical instructions	**7**	35%
Feasibility reports	**3**	15%
Empirical reports	**4**	20%
Proposals	**9**	45%
Executive summaries	**8**	40%
Letters	**10**	50%
Emails	**18**	90%
Professional website	**4**	20%

People may select more than one checkbox, so percentages may add up to more than 100%.