SAVI
Training Curriculum

MODULE 2C

CREATE AND USE SURVEYS

Our Agenda

|		
▪	Introductions, Curriculum Overview	5 min
▪	Review and Topic Introduction	5 min
▪	Choosing a Data Collection Method	15 min
▪	Survey Questions	15 min
▪	Survey Fundamentals	10 min
▪	Using Survey Data	5 min
▪	Group Work	25 min
▪	Analyzing Survey Responses	10 min
▪	Descriptive Statistics	5 min
▪	Group Work	30 min

Introductions

Let's share our name, organization, and experience with SAVI.
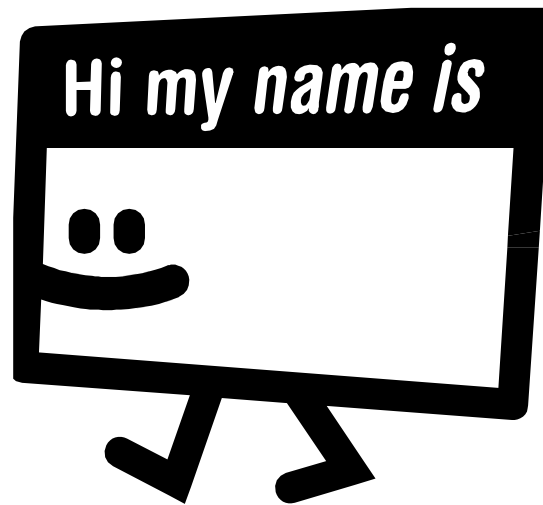
Where We Are in the Training Curriculum
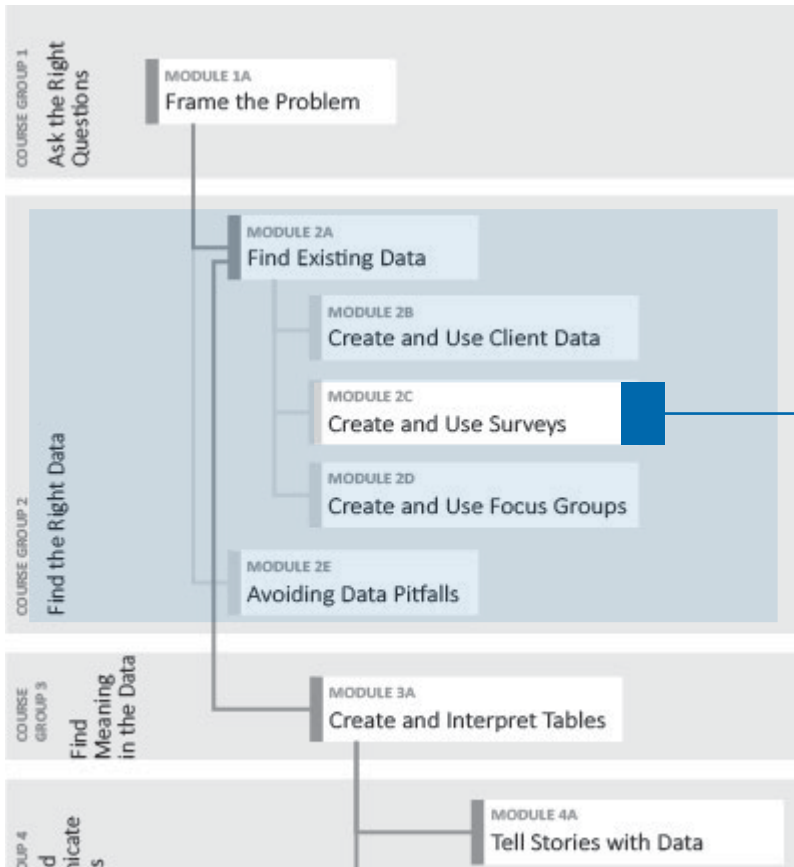
We are here, learning how to create a survey and use its data.

What We Will Learn

- Learn how to create surveys

- Understand survey samples and estimates

- Analyze and interpret the survey results

Choosing a Data Collection Method

Data Collection Methods

Method	Key Facts	Advantages	Disadvantages
Surveys	Quantitative analysis Date on large groups Repeatable over time	Good for descriptive data Multiple topics Can be inexpensive Quick analysis with software	May include bias May lack depth May lack context Limited to what you ask
Focus Groups	Group interview Gathers perspectives and opinions Responses grouped into themes and categories	Richer, more detailed data Added depth Open-ended conversation Multiple perspectives	Slower to analyze Relies on moderator's skills More bias and variability
Interviews	Conducted in person or by phone Structured, semi-structured, or unstructured Clear, focused, open-ended questions	Richer, more detailed data Added depth Face-to-face contact	Time-consuming Relies on interview's skills One perspective at a time
Client data	Use any method, targeted to your clients	A lot of insight with small effort	Needs standardized collection

Data Collection Methods

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Survey Questions

Let's try an exercise!

We are going to survey to find our class' median shoe size.

Discuss: Which Question is Best?

A. How big are your feet?

B. Would you consider your feet:
   Extra small   Small   Average   Big   Extra Big

C. What shoe size do you wear?

D. What shoe size are you currently wearing?

E. What shoe size are you currently wearing?
   Less than 6   6 - 7   8 – 9   10 – 11   12 or bigger

Survey Question Creation

- Survey format:

Survey Question Creation

- Survey format:
  - Summary of survey at the beginning
  - Shorter = more responses
  - Organize logically: simple to more complex
  - Visually clear and simple

Survey Question Creation

- Question writing basics:
  - Wording matters (i.e. work vs employment)
  - Negative and passive sentences are confusing
  - Provide answers that encompass everyone
  - Use logical response dimensions

Survey Question Creation

- Types of question:
  - Multiple choice
  - Scale
    - Ranking
    - Likert
  - Matrix
  - Binary
  - Open Ended

Choose a "Survey Instrument"

Use Handout 2c-2 to collect data from class

A. How big are your feet?

B. Would you consider your feet:
    Extra small   Small   Average   Big   Extra Big

C. What shoe size do you wear?

D. What shoe size are you currently wearing?

E. What shoe size are you currently wearing?
    Less than 6   6 - 7   8 – 9   10 – 11   12 or bigger

Now, what is the class' median shoe size?

Survey Fundamentals

We surveyed the class. How long did that take?

What if we wanted to survey the entire Polis Center? Or the entire university?

For large populations, you need to be able to survey a **portion of the population** to make assumptions about the **whole population.**

Survey Fundamentals

- What do we need to think about before we can take measurements and make assumptions?

Survey Fundamentals

- What do we need to think about before we can take measurements and make assumptions?

- Three major questions:
  - Who are we trying to sample?
  - How many of them to we need to sample?
  - How will we gather that sample?

Survey Fundamentals

This can be a helpful way to think about populations and sample methods.

Who? What population do you want your sample to represent?

Time

How? How will you collect data and randomize the sample?

Cost

How many? How many surveys do you need to collect?

Precision vs. Error

Purpose
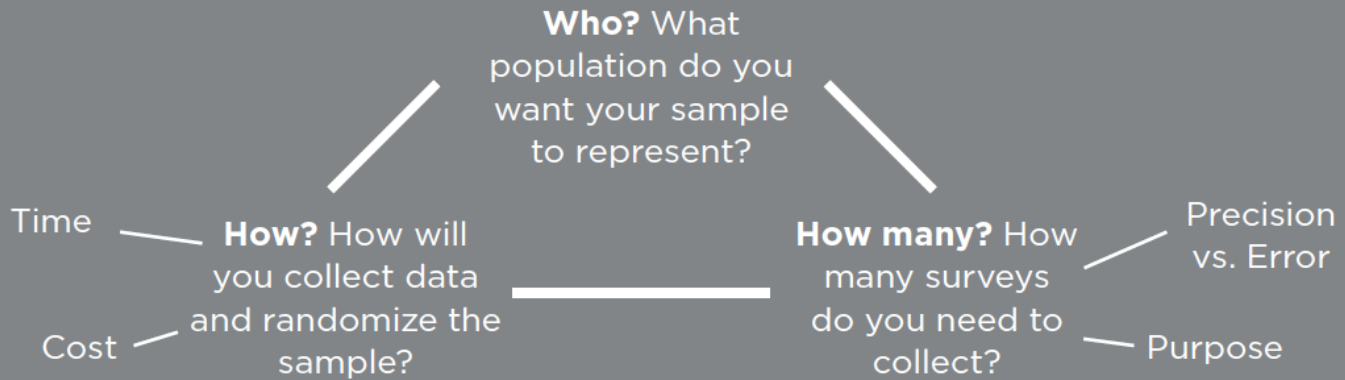
Survey Fundamentals: Who

- Who are you studying: Population

- Who are you going to record data from: Sample
  - Using Handout 2C-3, How big does the sample need to be for:
    - A population of 100? 800? 1,000?

- How to make sure that the sample represents the population? - Next

Survey Fundamentals: How

- How to make sure that the sample represents the population?

- Surveying types:
  - Email
  - Mail
  - In-person Surveys
  - Phone

- Surveying sampling method:
  - Email list, or whole population
  - Random address/zip code selector
  - Systematic (every other house,
  - Random phone book selection, systematic.

Using Survey Data

Example: SAVI training

- Goal: To create a new SAVI educational program that builds data literacy skills.

- Survey objective: To learn what data skills people want and need, and in which skills they would want to be trained.

Example: SAVI training

- The survey:
    - Was composed of 10 questions.
    - Delivered via Survey Monkey to United Way staff, SAVI mail list subscribers, and prior SAVI training participants (Over 5500 people).
    - Survey was completed by 138 people (2.5% response rate)

SAVI Training Curriculum

Which of these skills are you currently using or are you interested...						How proficient are you in the skills you selected?						Would you attend a training in these skills?						How muc	How will you use the skills you selected? (Check all that apply.)							
Framing proble	Finding da	Knowing	Interpreti	Using dat	Telling sto	Framing	Finding da	Knowing	Interpretir	Using dat	Telling sto	Framing	Finding da	Knowing	Interpretir	Using dat	Telling sto	Respons	Strategic	Writing G	Programr	Marketing	Commun	Neighborl	Informing	Other (ple

SAVI
Training Curriculum

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Framing proble	Finding d	Knowing	Interpreti	Using dat	Telling st	Framing	Finding d	Knowing	Interpretir	Using dat	Telling st	Framing	Finding d	Knowing	Interpretin	Using dat	Telling st	Respons	Strategic	Writing G	Programr	Marketing	Commun	Neighborl	Informing	Other (ple
	Finding data about your community (knowing where and how					8						Yes						2 hours	Strategic	Writing G	Programming Decisi		Community Assessments			
	Finding data about y	Interpreti	Using dat	Telling st	5 (I've got the basics	6	6	6				Yes		Yes	Yes	Yes		2 hours	Strategic	Writing G	Programming Decisi		Commun	Neighborhood Organizing		
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	Finding data about your community (knowing where and how				5 (I've got the basics down.)						Yes							Strategic	Writing G	Programm	Marketing	Commun	Community Assessments			
	Finding data about your comm	Using data	Telling stories with		3			3	4		Yes			Yes	Yes		1 hour	Strategic Planning		Programming Decisi		Community Assessments				
	Finding data about y	Interpreting data fro	Telling stories with	1 (I'm not sure where		3		1 (I'm not sure where	Yes			Yes			Not Sure	1 hour	Strategic Planning				Community Assessments					
			Telling stories with data (using data to make a persuasive argu	5 (I've got the basics down.)					Yes	2 hours	Strategic	Writing G	Programm	Marketing Decisions					Informing Policy Des							
Framing problem	Finding data about y	Using data to draw c	1 (I'm not	1 (I'm not sure where to begin.	1 (I'm not sure where	Yes		Yes			Yes		1 hour	Strategic	Writing G	Programm	Marketing	Commun	Neighborhood Organizing						
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Framing problem	Finding da	Knowing	Using data	Telling st	3	5 (I've got	3	3		4	5 (I've got	Yes	Not Sure	Yes	Yes	Yes	Yes	2 hours					Commun	Neighborh	Informing Policy Des
	Finding da	Knowing	Interpreti	Using data	Telling st	5 (I've got	5 (I've got	5 (I've got	5 (I've got	5 (I've got the basics	Yes	Yes	Yes	Yes	Yes	More than	Strategic	Writing G	Programm	Marketing	Community Assessm	Informing	Recruiting			
																	1 hour									
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	Finding data about y	Interpreti	Using dat	aw conclusions		9		Yes	Yes	Yes	2 hou		Writing Grant Applications													
	Finding data about your community (kno		got the basics			Yes		More	Strategic Planning		Programming Decisi		Commun	Neighborh	Informing Policy Desi										
Framing problem	Finding da	Knowing	Interpreti	Using dat	g st	got	4	6	5 (I've got	Yes	Yes	Not	More	Strategic	Writing G	Programm	Marketing	Commun	Neighborh	Informing Policy Des						
Framing problem	Finding data about y	Using dat	g st	7	7	7	8	7	Not	Yes	Yes	Not Sure	Yes	1 hou	Strategic	Writing G	Programming Decisi		Commun	Community Assessm	Informing Policy Des				
	Finding data about y	Interpreti	Using dat	aw conclusions	3	8	6	Yes	Yes	Yes	1 hou		Writing Grant Applic		Marketing Decisions											
			g stories with	sing data to ma	persuasive a	9		Yes	More than 2 hours																	
Framing problems so you are successful in finding da	5 (I've	down.)	1 ho	Strategic	Writing G	Programm	Marketing	Commun	Neighborh	Informing	networkir															
	Finding da	Knowing	Interpreti	Using	g	1 (I'm	5 (I've g	3	More	Strategic	Writing G	Programm	Marketing	Commun	Neighborh	Informing Policy Des										
Framing problems so you a	Knowing	Interpreti	Using data	Telling stc	10 (I'm a pro!)	8	9	8	8	No	No	Yes	Yes	Yes	More than	Strategic							Informing Policy Des			
	Finding data about your community (knowing where and how				8			Not Sure	2 hours		Writing Grant Applications															
Framing problem	Finding da	Knowing	Interpreti	Using dat	Telling stc	7	7	5 (I've got	4	4	5 (I've got	Yes	Yes	Yes	Yes	Yes	Yes	2 hours	Strategic Planning		Programm		Commun	Community Assessm	Informing Policy Des
			Using data to draw conclusions and make decisions (using the	8					Yes	2 hours	Strategic	Writing G	Programm	Marketing Decisions													
	Finding data about your comm	Using data to draw conclusions	7			7		Not Sure		Not Sure	1 hour					Community Assessments										
	Finding data about your community (knowing where and how	5 (I've got the basics down.)				Not Sure	2 hours		Strategic Planning																	
Framing problem	Finding da	Knowing	Interpreti	Using data	Telling stc	10 (I'm a p	7	9	10 (I'm a p	8	9	Yes	Yes	Yes	Yes	Yes	Yes	More than	Strategic Planning			Marketing Decisions			Informing Policy Des
Framing problem	Finding data about your community (know	Telling stc	4	6			3	Yes	Yes		Yes	More than 2 hours		Writing Grant Applications			Community Assessm	Informing Policy Des								
	Finding data about your community (know	Telling stories with	3			3		Yes			Yes	More than	Strategic	Writing Grant Applic	Marketing	Commun	Neighborhood Organizing									
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Framing problem	Finding da	Knowing	Interpreti	Using data	Telling stc	5 (I've got	3	7	7	7	6	Not Sure	Yes	Yes	Yes	Yes	More than 2 hours		Writing Grant Applications						Just know
	Finding data about y	Interpreting data fro	Telling stories with	2	1 (I'm not sure where	2		Yes		Yes		Yes	2 hours	Strategic Planning				Community Assessments								
Framing problem	Finding da	Knowing	Interpreti	Using data	Telling stc	5 (I've got	6	2	2	2	Yes	Yes	Yes	Yes	Yes	Yes	1 hour	Strategic	Writing G	Programming Decisi		Commun	Neighborh	Informing Policy Des		
	Finding da	Knowing how data sh	Using data to draw conclusions	9		Yes	Yes		Yes	1 hour	Strategic Planning			Marketing	Community Assessments											
	Finding data about your community (knowing where and how	5 (I've got the basics down.)			Yes	More than 2 hours		Writing Grant Applications		Community Assessments																
	Finding da	Knowing	Interpreting data from tables, charts, and	8	8	7		Yes	No	No		2 hours			Community Assessments											

Group Work

Using the survey instrument in Handout 2C-4, try to decide what you can learn from this survey
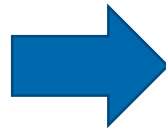
3 groups

10 minutes to work

5 minutes each to present

Analyzing Survey Responses

How do I analyze this?

Analyzing Survey Responses

- Counting the responses and doing some descriptive statistics.

Analyzing Survey Responses

- Counting the responses and doing some descriptive statistics.

Q1					
A	B	C	D	E	F
0	1	0	0	0	0
0	1	0	1	1	1
1	1	1	1	1	0
0	1	0	0	0	0
0	1	0	0	1	1
0	1	0	1	0	1
0	0	0	0	0	1
1	1	0	0	1	0
0	1	1	1	1	0
1	1	0	1	0	1
1	1	1	1	1	1
0	1	1	1	1	1
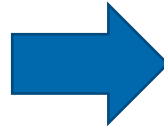
Total Respondents: 12
A: 4 (33.3%)
B: 11 (91.6%)
C: 4 (33.3)
D: 7 (58.3%)
E: 7 (58.3%)
F: 7 (58.3%)

Descriptive Statistics

Mean

- The average value

Mean

$70K $80K $80K $50K $20K

Mean

$70K $80K $80K $50K $20K
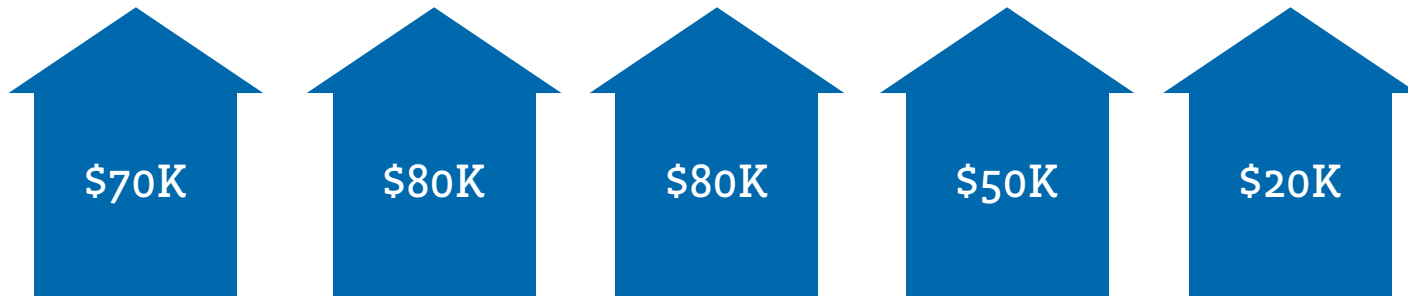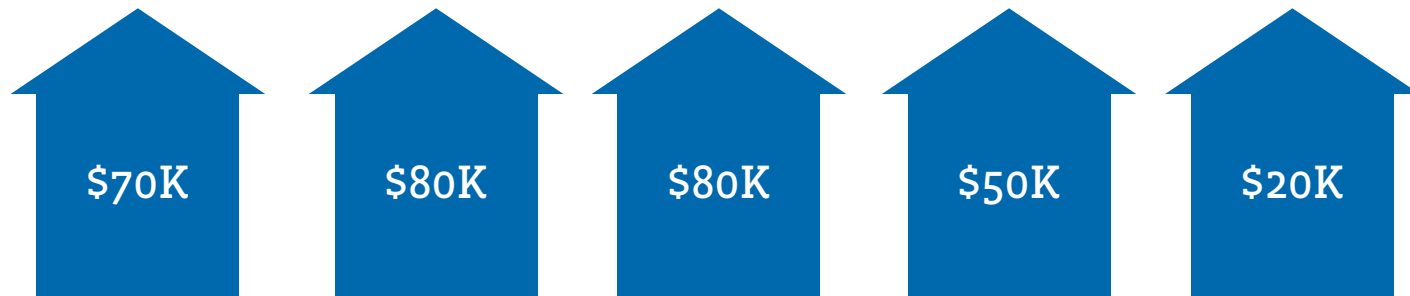
$$\text{Mean} = \frac{(70{,}000 + 80{,}000 + 80{,}000 + 50{,}000 + 20{,}000)}{5} = \$60{,}000$$

Median

- The middle value

Median

Median

$20K $50K $70K $80K $80K
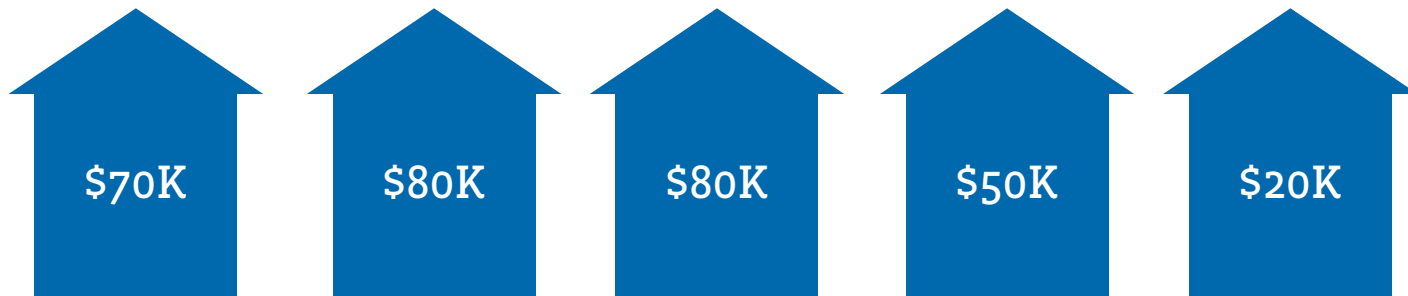
Median = $70,000

Median

$20K $50K $70K $80K $80K $90K

Median = $75,000

Mode

- The most frequent value

Mode

Mode

$70K $80K $80K $50K $20K
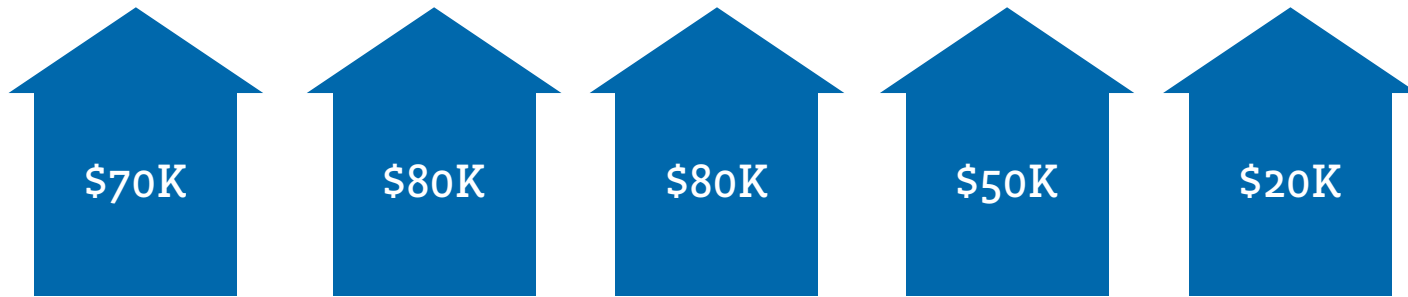
Mode = $80,000

Group Work

Using the data table in Handout 2C-5, try to analyze the data (using descriptive statistics, counts, and crosstabulation).

3 groups

15 minutes to work

5 minutes each to present

Any Questions?