Tips On Survey Administration

• **Best method for getting the information**
  - Can the same information be found elsewhere? Can this information be found in existing surveys and/or be pulled from PeopleSoft?
  - What is the best option for survey administration? Survey format in paper, bubble sheet, email, or web-based.
  - Is a focus group or phone study more applicable?
  - Random sampling works – and helps avoid survey fatigue

• **Keep a survey short**
  - Ask “need-to-know” versus “like-to-know”
  - Eliminate asking demographic or academic based information that can be found elsewhere
  - One example: asking “race” is often unnecessary here at UND per the large majority being white/Caucasian

• **Defining the questions**
  - Get multiple opinions on questions.
  - Are you asking what you think you are asking?
  - IR, while not professional survey designers, can be a resource.
  - Use your work study students to get a “student take” on questions.

• **Timing of surveys**
  - Early in the semester is best
  - Avoid invitations over breaks
  - Sometimes holidays are tricky

• **Survey invitations**
  - Email subject line needs to catch the eye of survey takers
  - Social responsibility (UND needs your help) versus Personal benefit (Win a prize – take a survey)
  - Let participants know time required for completion.

• **Survey design**
  - Ask most important questions first. Students drop out as a survey progresses
  - Avoid leading questions
  - When students are choosing from a scale, an even number of choices forces them to make a decision whether they agree/disagree as opposed to remaining neutral.