The survey team will embark on two types of preparation activities, leading up to the administration of the survey.

Survey instrument development includes preparing and testing the items that will appear on the survey. Survey administration design includes determining who will be surveyed and how.
Infographic Resources

Reference


Glossary

Cognitive interview: A one-on-one interview designed to evaluate measurement error in survey questions. Individuals selected to participate in a cognitive interview should be similar to the respondents of interest.

Field test: A small-scale administration of a survey designed to mirror the data collection procedures of the full-scale study. The purpose of a field test is to evaluate administration procedures and survey items to identify potential problems before full-scale data collection. Often used in high-stakes surveys, field testing can lead to revisions that improve the survey with respect to administration procedures, clarity, completeness of data, and accuracy.

Nonresponse bias: Bias in survey findings that occurs if the individuals who did not respond to a survey question are different from individuals who did respond with respect to how they would answer the survey items. For example, if participants are asked to rate their experiences with a program and individuals who liked the program are more likely to respond to the survey, the survey results will contain bias and be misleading.

Pretesting: The process of evaluating whether items are likely to capture the desired information from respondents. Pretesting can occur in one of four primary ways: expert review, cognitive interviews, focus groups, and field testing.

Sample: A subset of the target population from which data will be collected. Several methods can be used to select a sample, including convenience sampling, random sampling, and stratified random sampling.

Sampling frame: A complete list of all eligible members of a target population.

Target population: The group of people or organizations that the survey results will represent and the group of individuals or organizations from which a sample is drawn or a census is conducted.

Endnotes

1 Surveys used can be either publicly available or copyrighted, but if copyrighted surveys are used, the survey team should ensure that the proper permissions are obtained.

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