Workshop Series

2017

September 28  Data, Research, and Evidence
October 24   Survey Development and Administration
November 15  Interviews and Focus Groups

2018

January 17  Observations and Rubric Development
March 8     Data Analysis
April 25    Communicating Research Findings
1. Discuss initial considerations for planning a survey project.
2. Learn how to write and test survey items.
3. Learn about techniques for maximizing response rates.
Survey Development Guidance Checklist

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.

Project Planning
- Clarify purpose.
- Decide how results will be used.
- Establish research questions.
- Create timeline.

Plan Instrument Content
- Outline topics.
- Define constructs.
- Consult literature or experts.

Search for Items
- Find existing surveys.
- Prioritize tested items.

Prepare Items
- Adapt borrowed items.
- Write new items.

Revise Draft
- Examine pretest results and revise.
- Prepare final draft.

Plan Survey Administration
- Define target population.
- Determine mode: Web, phone or paper.

Determine Sample
- Create sampling frame.
- Consider sampling strategies.
- Select sample.

Prepare to Connect
- Write survey invitation.
- Plan to track nonresponse.
- Prepare follow-up communication.
- Verify contact information.

Administer Survey

Protest Survey
- Conduct cognitive interviews.
- Conduct field test.

Plan Instrument Content
Planning for a survey

**Project Planning**
- Clarify purpose.
- Decide how results will be used.
- Establish research questions.
- Create timeline.

**Plan Instrument Content**
- Outline topics.
- Define constructs.
- Consult literature or experts.

**Plan Survey Administration**
- Define target population.
- Determine mode: Web, phone or paper.
Gain consensus on the goals of the survey.
Create a timeline for survey development, administration, data analysis, and sharing results.
Define survey constructs.

Family engagement
Principal leadership
Academic engagement
School safety
Discipline
Align and limit content to the goals.
Consider who will provide the most accurate data.
Define the target population.
Choose the most appropriate mode for administering the survey.
Activity: Handout 1

Work in your group to complete the survey planning form for your survey.
Developing survey content

- Search for items:
  - Find existing surveys.
  - Prioritize tested items.

- Prepare Items:
  - Adapt borrowed items.
  - Write new items.

- Pretest Survey:
  - Conduct cognitive interviews.
  - Conduct field test.

- Revise Draft:
  - Examine pretest results and revise.
  - Prepare final draft.

- Administer
Explore existing surveys.
NCES surveys
NCEE reports
Other resources: School climate
Guidelines for writing items
Be specific.

Do you work full time?

This is more specific.

Currently, about how many total hours per week do you typically work for pay, counting all jobs?
Use clear directions where necessary—for example:

- Select all that apply.
- Select only one response.
- Round to the nearest whole number.
- Do not include long-term substitute teachers in your total count.
Avoid double-barreled items.

To what extent are your measures of progress quantitative and objective?

To what extent are your measures of progress quantitative?

To what extent are your measures of progress objective?

Each item should represent a unidimensional concept.
Use appropriate reading level.
Typically, four to seven response categories are used for rating scales.

My teacher grades fairly.

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Using a neutral category
Types of rating scales

- Agreement
- Interest
- Importance
- Frequency
- Degree or extent
- Similarity (*like me* to *not like me*)
For example:

<table>
<thead>
<tr>
<th>Question</th>
<th>No control</th>
<th>Minor control</th>
<th>Moderate control</th>
<th>A great deal of control</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Selecting textbooks and other instructional materials</td>
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<tr>
<td>b. Selecting content, topics, and skills to be taught</td>
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<td>c. Selecting teaching techniques</td>
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<td>d. Evaluating and grading students</td>
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Make responses mutually exclusive.

What is wrong with this item?

How many years have you been teaching?

• 0–5 years
• 5–10 years
• 10+ years
Make responses collectively exhaustive.

What is wrong with this item?

How often do you assign homework?

• Monthly
• Weekly
• Daily
Open-ended items
Methods to pretest survey items

- Expert reviews
- Cognitive interviews
- Focus groups
- Field testing
Cognitive interviews are a common pretesting strategy.
Concurrent “think-aloud”: Ask participants to verbalize what they are thinking.
Retrospective probing: Ask specific questions *after* responses.

- What does the word *participate* here mean to you?
- In your own words, what is this question asking you to do?
- How do you remember...?
- Was it easy or hard to answer this question?
- Can you tell me how sure you are that you...?
Cognitive interviews: Analysis

Review notes and listen to audio recordings of interviews.
Activity: Handout 3

Work in your group to review survey items.
Survey administration considerations

**Determine Sample**
- Create sampling frame.
- Consider sampling strategies.
- Select sample.

**Prepare to Connect**
- Write survey invitation.
- Plan to track nonresponse.
- Prepare follow-up communication.
- Verify contact information.
Avoid convenience samples.
Start with a sampling frame.

<table>
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<th>Email address</th>
<th>School</th>
<th>Grade level</th>
<th>Year hired</th>
<th>Certification type</th>
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It is not necessary to survey every member of the target population.
Large random samples are more representative than smaller random samples.
Consider subgroups of interest.
What is a response rate?
How do you maximize response rates?
Contact participants.
Online survey platforms at DPI

- Qualtrics
- Google Forms
- Verint
Procedures for gaining consent

INFORMED CONSENT

[Text of the informed consent document is not visible in the image.]
Final thoughts: Survey projects will need time for:

- Planning
- Survey content development
- Survey administration
- Data analysis
- Sharing findings

See Handout 4 for an example Gantt chart.
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