Conducting Surveys

Presented by: Kay Lam
Gallaudet Research Institute
E-mail address: kay.lam@gallaudet.edu
Procedures

1. Purpose of study

   Reasons for doing the survey

   Answers you are seeking
2. Literature review
   Can replicate other researchers’ studies or start your own pilot study

3. Focus group
   Collect information on what to be included in the survey
   Brainstorming

4. Questions and response options
   Make selections related to the purpose of your study
5. Peer review
   Questions clear and understandable?

6. Survey instrument
   Survey form design
   Scannable form
   Google Form
7. Institutional Review Board (IRB) approval assure the protection of the human subjects used in the survey

8. Survey form
   Print copies to be distributed
   E-mail Google Form for online entry
9. MS Excel spreadsheet
   Set up spreadsheet to store data

10. Data verification
    Verify data on the spreadsheet
11. Data analysis
   Run SPSS for frequency tables, crosstabulation tables, etc.

12. Report writing
   Document findings in a report