



Code 122

Lab 2: Surveys

Assignment Summary and Objectives

For this lab, you will refine your research question and construct a survey for a specific target audience. As you complete the steps, you will learn about the ethics of survey design, how to ask questions that result in useful data, and how to clean and analyze survey data. You will also learn how to use Qualtrics to design and execute a survey.

Submission Information

Draft of Research Question and Target Population

Submitted by Group on Teams by **xx**

Draft of Survey, included Consent, Introduction and All Questions

Submitted by making me collaborator and sending me an email with link by **xx**

Distribution of Survey

Begin distributing survey no later than **xx**

Reflection

Complete reflection should be submitted individually by each student on ePortfolio by **xx**

Instructions

1. Define Research Question and Target Population

(Submit draft of research question and target population by **xx**)

- o Identify a group of stakeholders whose experience you'd like to learn more about. This might include members of a community, volunteers, employees of the community organization, etc.
- o Refine your question from your research plan, specific to your survey, so you learn something about your target audience as it pertains to your developing plans for your implementation semester.
- o As you refine your target population and your research question, consider how those two things relate to one another. Is your research question something your target population can speak to? Is it relevant?

2. Develop Survey Questions and Introduction (Submit draft by xx)

- o Read this [guide](#) from Qualtrics about how to write good survey questions.
- o Consider how the questions relate to your target audience. What kind of data will you be collecting? Is it qualitative, quantitative? Are you looking for likerts, ratios? What quantitative data will be useful for you? Why are these the best approaches for your research question?
- o Remember to ask useful demographic questions
- o Add the consent statement available on Bb to the top of your survey in Qualtrics, but you should also add your own introduction to help explain the goals of your research.
- o Watch “[Qualtrics for Beginners](#)”
- o Add your survey to Qualtrics; be sure to make me a collaborator so I can give you feedback.

3. Distribute the Survey (Begin distribution no later than xx)

- o Consider how you can reach enough of your target audience to get a good sample size. Maybe you need to distribute your survey via emails to people you know. Maybe you will use social media or ask your community partners to share.
- o Consider how your distribution methods may skew your data and troubleshoot.

4. Analyze Survey Results (report due on ePortfolio no later than xx)

Each member of your group will write a 300-500 word analysis of the survey results that contains the following sections:

- o **Patterns:** Use the built-in visualizations in Qualtrics to identify patterns across the responses. Compare those patterns with individual surveys. Your analysis should include screenshots from the visualizations
 - As you look at the survey data and visualizations, remember the data itself isn't the whole story. Your analysis should contextualize and interpret patterns. Why are those patterns surprising or significant?
 - How do they support or challenge your prior knowledge about your partner(s) or about the population?
- o **Reflections:**
 - What observations can you make? What surprises you? What new questions do you have based on these responses?
 - In addition to exploring the data, also reflect on your survey design. Did you learn everything you need to know? How might you design the survey differently next time to encourage more detailed or accurate information?
 - How have the results of the survey shifted your ideas about the partner(s) and your research topic? What next questions for exploration did the survey results open for you? What gaps or holes did the survey leave in your knowledge and what methods will help you fill those gaps?

Grading Rubric

Criteria	A Proficient Lab will...	A Developing Lab Will...	A Lab Still in Need of Work Will...
Questions in Survey	Include clear questions tailored to answering the research question	Include questions that are on same topic as research question	Include questions that may not be a good fit for research question
Length/ Formatting of Analysis	Be 300-500 words in length	Be 300-500 words in length	Be less than 300-500 words in length
Organization of Analysis	Use paragraphs and structure ideas within them for impact	Use paragraphs but structure, transitions, or ordering need work	Not have paragraphs
Grammar/ Style	Be relatively free of grammatical errors; experiment with style	Have several grammatical errors, or basic style issues	Have significant grammatical errors and stylistic issues
Multimedia Inclusion	Include images from Qualtrics visualizations to thoroughly interpret results and analyze patterns	Include images from Qualtrics visualizations to begin to interpret results and analyze patterns	Does not include images from Qualtrics or does not analyze their meaning
Depth of Analysis	Provides a detailed, critical analysis regarding what the survey reveals about the research question	Begins to analyze what the survey reveals about research question	Does not analyze what the survey reveals about the research question
Reflection	Uses survey results to reflect on the process, possible gaps in the data, and what you might do differently	Begins to use survey results to reflect on the process, gaps in data, and what you might do differently	Does not use survey results to reflect on the process, gaps in data, and what you might do differently