SURVEY

WHAT IS A SURVEY?

The gathering of data or opinions from participants using a structured set of questions.

A SURVEY ACTIVITY MAY BE ORGANIZED

- » virtually and/or face-to-face.
- » in real-time with immediate feedback.
- » over a set period of time.
- » at any stage of a project.

USE IT TO

- » monitor progress.
- » evaluate results.
- » capture participants' perspectives and opinions or surface areas of consensus.
- » conduct a needs assessment or prioritize areas of action.
- » enable knowledge sharing.

HOW TO USE IT

- » Use surveys before, during, or after a knowledge exchange to make learning more relevant, interactive, and useful for the participants.
- » Surveys are effective polling tools to prompt discussions, surface areas for consensus or stakeholder ownership, and prioritize important next steps or action items and outputs from knowledge exchanges.
- » Make sure you are asking the right questions. Once you determine the right questions for your context, check that they are written clearly and concisely. Keep the following in mind:
  - › Include simple instructions.
  - › Use brief, tightly focused questions that cover one subject.
  - › Check that the questions are not general, ambiguous, or leading.
  - › Follow good practice in designing the response options.
- » Use close-ended questions when appropriate and if you plan to aggregate responses. Developing the right questions is more time-consuming up front, but makes analysis of results simpler.
- » Use open-ended questions when you require a narrative response, and limit the number of response options. Carefully consider your capacity to process open-ended responses and how you will use them; narrative responses require more intensive data analysis for interpreting the results.
- » Use balanced rating scales and label each option on the scale to increase the likelihood that respondents understand the scale.
  - › Provide space for additional explanation or comments at the end of your survey.
- » Pretest your survey before distribution—ideally, with individuals similar to your respondents.