COMP6049
Surveys:
Purpose Paradigms Protocols and Pragmatics
November

Dr Su White
http://www.edshare.soton.ac.uk/3747/
Introduction and Objectives

How I will run this class – with you!
What I want – us all to think!
What do you want? – keep that in sight
The plan

- Surveys – what are they
- All the time… considering what we know already about research methods
- Linking methods to design
- Conclusion/reflection

I may skip over some slides, but use them as notes.
Surveys we know and love

- National Student Survey
- Module Evaluations
- Vox Pop
- ‘evidence’ based practice
- NICE

Populist?
All surveys have data - somewhere
Thinking about surveys...
Surveys grab attention...

How companies are benefiting from Web 2.0: McKinsey - <daniela ...
3 Sep 2009 ... How companies are benefiting from Web 2.0: McKinsey Global Survey Results ... Yesterday McKinsey's report on "How Companies are Benefiting from Web2 0" hit my inbox ... Another focus on use of Web 2.0 technology that this report ... I think this is an important aspect of the benefits of Web 2.0 for ...
danielabarbosa.blogspot.com/.../how-companies-are-benefiting-from-web.html - Cached - Similar - ✎ ✎ ✎

September 2009 - <danielabarbosa chitchatting about information ...
How companies are benefiting from Web 2.0: McKinsey Global Survey Results ... Yesterday McKinsey's report on "How Companies are Benefiting from Web2 0" hit my inbox ... this McKinsey report is focused on deriving measurable business benefits ... survey respondents and focused on deployment of these technologies in ...
danielabarbosa.blogspot.com/2009_09_01_archive.html - Cached - Similar - ✎ ✎ ✎

Show more results from danielabarbosa.blogspot.com

Web 2.0 and Management - Jeroen de Miranda Blog // Recent Blog ...
Posted on Saturday January 17th, 2009 at 13:20 in web2.0 ... Below I present an overview of this exiting platform, and indicate some key benefits ... How businesses are using Web 2.0: A McKinsey Global Survey ... Lawson EXECUTIVE SUMMARY: The enterprise Web 2.0 market, which includes the deployment of tools li ...
www.biogatoal.com/blogs/web-20-and...de/...b2.0/ - Cached - Similar - ✎ ✎ ✎

SaaSStream: Survey & Research
A McKinsey Global Survey of marketing executives from around the world entitled "How .... Here are a couple of tips & tactics to start reaping the benefits of .... Alternative deployment models for campaign management, such as on demand, ..... Survey conducted earlier this year on how businesses were using Web2.0 ...
www.saastream.com/my_weblog/survey/ - Cached - Similar - ✎ ✎ ✎

Understanding Web 2.0
In a recent McKinsey global survey, more than three-fourths of senior executives ... ones or more Web 2.0 tools and saw relatively high business value in the technology (G. Oliver Young, ..... while reducing costs of development and deployment and offering tangible benefits ... Dion Hinchcliffe’s Enterprise Web2.0 ...
www.computer.org/portal/web/buildyourcareer/2008 - Cached - Similar - ✎ ✎ ✎

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22% of the Danes say: We would happily sacrifice our mother tongue in favour of English.

In a national opinion poll almost a fourth of the 1000 participants say that they agree completely or somewhat that it would be better if everybody in the world spoke English. It is particularly the older citizens and low income groups who would like to substitute Danish for English.
Approaching a survey

Purpose

Paradigm

Protocols

Pragmatics
Purpose

Why do we conduct research?
- Validate
- Confound
- Generate new evidence

What sort of evidence
- Convincing
- Objective
- Valid
  ★ Does this raise issues?

Enable analysis
Generate Conclusions
Publication
Purpose: to publish...

- This is the way the world is (survey?)
- This is what is wrong with the world (evidence?)
- This is my startling idea (remember paradigm/epistemology)
- This is what I found (valid method, evidence and conclusions)
Paradigm

- **Epistemology**
  - Will determine where we start
  - Where we want to engage in discourse
  - May constrain our beliefs
  - May determine the contents of our survey

- **Methodology**
  - What sort of survey?
  - What sort of data
  - Anticipates analysis
Paradigm: What tools do we have?

- Methodology – a way of thinking about or studying (social reality)
- Method – a set of procedures and techniques for gathering and analysing data
- Analytical Processes – the application of set techniques appropriate to quantitative or qualitative methodologies

Thanks (in part) to Strauss and Corbin
What type of survey?

- Telephone surveys
- Self-administered questionnaires: mail surveys and other applications
- Internet surveys
- IVR: Interactive Voice Response
- Mixed mode surveys
- Also includes face-to-face interviews

Our interest today is surveys which gather predominantly quantitative data.
Folksonomies are internet based collections of user assigned labels, or “tags”, for web resources. There is a debate within the Web Science community as to the importance of social tagging in general, and folksonomies in particular.

This report surveys a range of current social tagging systems and distinguishes between true folksonomy systems such as Del.icio.us, which attempt to enhance the classification of resources, and simple tagging systems such as Flickr, which merely improve description.

The paper concludes by describing some research work in progress to extract semantic metadata from folksonomies in order to improve search engine performance.
In recent years, under the impacts of educational reform, economic changes, and globalization… Therefore, the researcher, an ESP teacher with over twenty years' teaching experience, intended to explore the ESP pedagogy, design and teach an ESP course, and employ the phenomenographic approach to examine ESP teaching and learning.

The qualitative data were collected from an online syllabus survey, needs analysis survey, student journals, and individual interviews with 19 adult ESP learners. The researcher developed a constructivist, e-learning model for ESP teaching which encompasses the fields of EFL teaching, adult learning, and cross-cultural study, and learning psychology.

The phenomenographic study identified four major categories of ESP learning conceptions which are: following, discussing, applying, and reflecting.
Patterns of students’ use of technologies

The paper describes the findings from a study of students’ use and experience of technologies. A series of in-depth case studies were carried out across four subject disciplines, with data collected via survey, audio logs and interviews.

The paper will concentrate on the survey data, which consisted of a mixture of qualitative and quantitative results. It will compare this findings with related international surveys on students use of technologies and argue that taken together this wider body of evidence indicates that students are immersed in a rich, technology-enhanced learning environment and that they select and appropriate technologies to their own personal learning needs.

The paper concludes by suggesting that the findings have profound implications for the way in which educational institutions design and support learning activities.
Protocols

- Ethics, Privacy and Data Protection
- Just think about the personal...
  - You are asking for information
  - Respect your contributors
- You don’t want to bias the outcomes
  - Protocols may help

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Pragmatics

- **Constraints**
  - Timing and access

- **Population/sample size**

- **Consequences**
  - Data Volume

- **Design**
  - Expertise
  - Tools
  - Draft and Review

- **Solutions**
  - Smart surveys
  - Existing data
  - Previous Surveys
  - Sanity Check
  - Peer Review

- **Process**
  - Pre-test/Trial/Pilot
  - …then survey
  - Follow up survey

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Pragmatics – bringing it together

- What you want to explore/find out/prove/discover?
- Who will you survey?
- How you will do it?
- What you will ask?

- Pre-test, pilot
- Conduct survey/collection data

- Analyse data
- Interim conclusions/discussion/
- Draft, review, publish

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Pragmatics: some options

The simple way to create surveys.

Intelligent survey software for primates of all species. SurveyMonkey has a single purpose: to enable anyone to create professional online surveys quickly and easily. Find out what everyone is talking about.

Design Your Survey

Powerful Survey Designer
Using just your web browser, create your survey with our intuitive survey editor. Select from over a dozen types of questions (multiple choice, rating scales, drop-down menus, and more...). Powerful options allow you to require answers to any question, control the flow with custom skip logic, and even randomize answer choices to eliminate bias.

Complete Creative Control
You can change the color, size, and style of any element in your survey. Upload your own logo, and save custom themes to use on all your surveys. There are never any advertisements, so your surveys will always have a clean and professional appearance.

Collect Responses

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Thanks to Tony Hirst
http://ouseful.wordpress.com/2009/02/17/creating-your-own-results-charts-for-surveys-created-with-google-forms/
iSurvey – the soton survey tool

http://www.isurvey.soton.ac.uk/

Welcome to iSurvey

iSurvey is a survey generation and research tool for distributing online questionnaires. It is free to use if you are a member of the University of Southampton.

Latest News

29th Nov 2010 12:08 pm

How to import CSV data to SPSS or Excel

iSurvey allows you to download your data as a CSV file. This stands for 'Comma Separated Values' and is essentially a text file with the extension .csv.

CSV files can be imported into either Excel or SPSS and there already exists many tutorials online showing how this can be done.
References

for background and related material and references
please see the course web page (resources)

Useful text:

International handbook of survey methodology
de Leeuw et al, 2008

Available from library, also supported by companion
web site

http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm
Research design: qualitative, quantitative, and mixed methods approaches
Creswell, John W.

Summary

The third edition of this textbook on qualitative, quantitative and mixed methods of research design has been expanded to include new information on ethics, web-based technologies and an updated glossary that reflects these new technologies. Creswell (U. of Nebraska- Lincoln) has aimed this book at students in the behavioral and social sciences who need to sharpen research skills in terms of methodology and overall purpose. Topics include the use of theories to establish a research design, writing out strategies and ethical considerations and the growing trend toward mixed methods of research. Annotation ©2008 Book News, Inc., Portland, OR (booknews.com)

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The Purpose Statement
Research Questions and Hypotheses
Quantitative Methods
Qualitative Procedures
Mixed Methods Procedures
Glossary
References

Creswell 2009
Further Reading

- Moore McCabe and Craig - Introduction to the practice of statistics (and associated excel manual)

- Tufte – The visual display of quantitative analysis
Next Class – survey tutorial

- Working in small groups
- Making an initial design
- Selecting question types
- ++
- Prepare by reviewing the handout from today’s class
- Taking a look at iSurvey
- Resources: http://www.edshare.soton.ac.uk/6254/
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