W9 Surveys: Purpose Paradigms Protocols and Pragmatics
These notes and the associated slides can be found in the http://www.edshare.soton.ac.uk/6254/

Surveys - introduction
As with other research methods focused on data gathering (e.g. Interviews) it is valuable to think how the principles underlying a sound approach to surveys is generic rather than specific.

The topic is covered in two separate classes i) a more formal introduction and ii) a practical application exercise.

Reading List
These texts are available from University Library

https://www-lib.soton.ac.uk/uhbincgisirsi/RXewR9cVml/HARTLEY/59880348/9

https://www-lib.soton.ac.uk/uhbincgisirsi/DoQnegiGiG/HARTLEY/11880682/123

This text is also supported by companion web site, which details abstract and glossary for each chapter along with suggested readings and internet links
http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm

Further Reading

Tufte, E.,(1992) The visual display of quantitative Information - still a classic, probably easiest to obtain via abe.com
http://www.edwardtufte.com/tufte/books_vdqi

Webliography
OUseful: Tony Hurst's very interesting blog. Check out his various posts on surveys.
http://blog.ouseful.info/

Follow up activities
You may be interested in checking out the references from the lecture.

Spend a little time familiarising yourself with the various question engines which are available.
Think about the relative advantages of each engine
Google Forms - available from http://google.co.uk
iSurvey - https://www.isurvey.soton.ac.uk/

You may like to think about your general area of interest, are there any professional organisations who routinely produce and publish surveys which might in the future be relevant to your chosen or likely area of research. How do they collect their data? How and where is it published? Can you access the raw data at all? Gartner, McKinsey, UCISA and the Horizon Report were mentioned in the lecture.

Practical session (part 2)
Material for the practical session is available from the EdShare
http://www.edshare.soton.ac.uk/6254/

You are asked to think about a few example survey questions appropriate to the scenario described, select the appropriate question type and also design a couple of additional questions. There will be time in class to complete this task, but you may wish to familiarise yourself with the Southampton question engine and the available question types before attending the class.