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**COMP6049**  
**Surveys:**  
**Purpose Paradigms Protocols and Pragmatics**  
**November**

Dr Su White

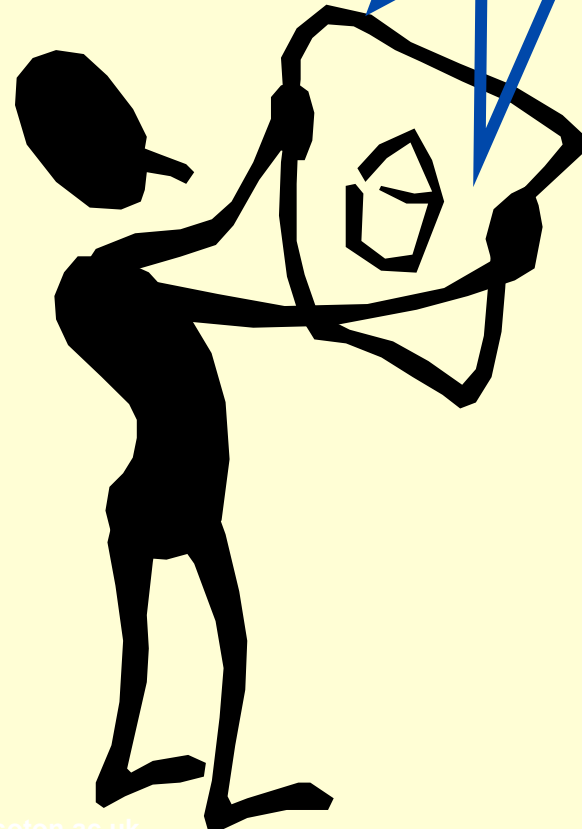
<http://www.edshare.soton.ac.uk/3747/>

# 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

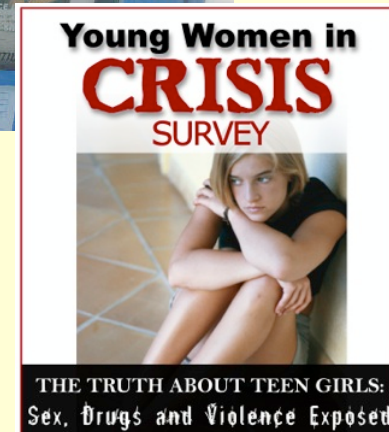
- Surveys – what are they
- All the time... considering what we know already about research methods
- Linking methods to design
- Conclusion/reflection



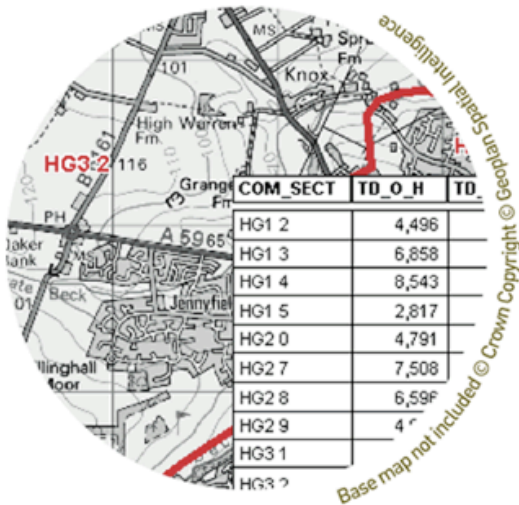
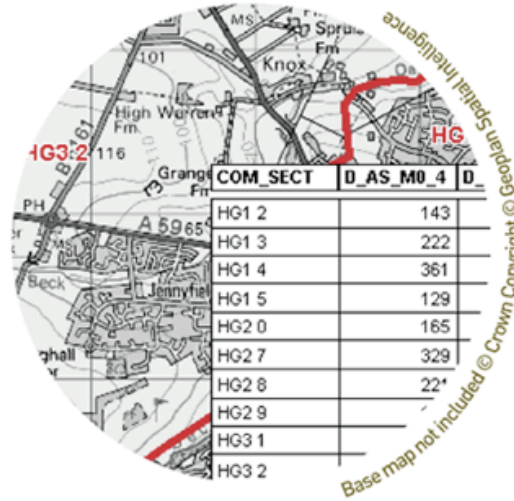
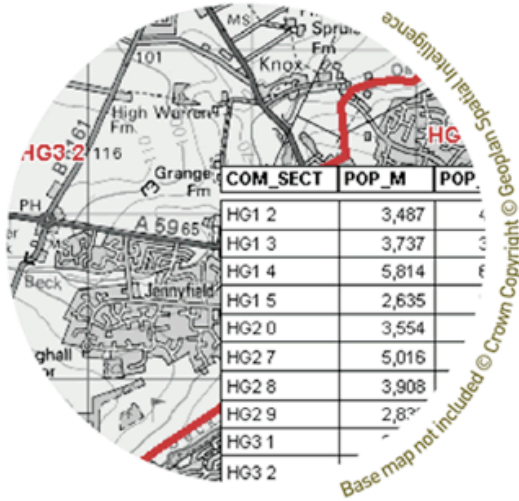
*I may  
skip over  
some slides,  
but use them  
as notes*

# 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 - <daniela barbosa 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.blogcatalog.com/blogs/web-20-and...de.../web2.0/](#) - [Cached](#) - [Similar](#) -

## [SaaSStream: Survey & Research](#)

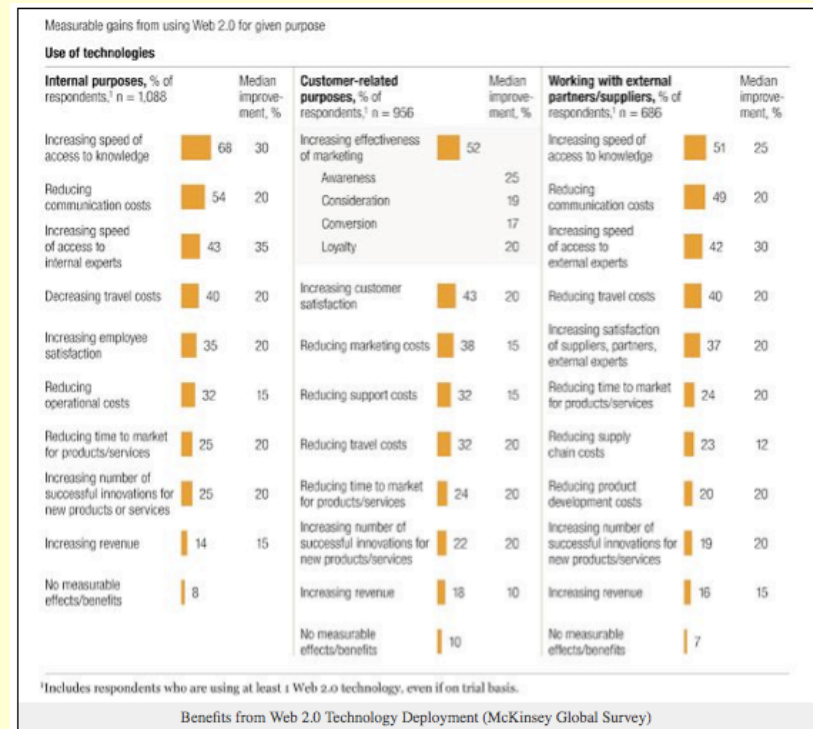
A **McKinsey Global Survey** of marketing executives from around the world entitled "How ..... Here are a couple of tips & tactics to start reaping the **benefits** of .... Alternative **deployment** models for campaign management, such as on demand, ..... **Survey** conducted earlier this year on how 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 ... one 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/fa009](#) - [Cached](#) - [Similar](#) -



## Surveys grab headlines

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

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- 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...

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- 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

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## ■ 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

# Paradigm: an example...

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.

## Or this....

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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.



## Or this...

### **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

# 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

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

# Pragmatics: some options

**SurveyMonkey.com**  
because knowledge is everything

Home Create Survey My Surveys Address Book Join Now for Free Need Help?

**Already a Member?**  
Member Login

**Want to Join?**  
Join Now for Free!

**Learn More...**  
Feature Highlights  
Video Tutorials  
10 Reasons Why  
Pricing  
Testimonials  
Company Info

**Charting and More!**  
Looking to add a little visual oomph to your survey reports? You can now create

**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.  
[View Example Survey](#)

**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**

Compensation Survey  
Collectors for Compensation Survey

Email List Manager

Remove Results from List

# Pragmatics – some options

Thanks to Tony Hirst

<http://ouseful.wordpress.com/2009/02/17/creating-your-own-results-charts-for-surveys-created-with-google-forms/>

## Creating Your Own Results Charts for Surveys Created with Google Forms

Published February 17, 2009 CandS\_HowTo , Tinkering 4 Comments

Just before Christmas, I volunteered to put together a questionnaire for a course on ICT (T209) that would informally and anonymously collect information from students about their mobile phone usage; the idea being that we could run similar surveys in the follow on course (T215 Communication and information technologies) in future years and give a students' eye view of trends in behaviour around network connectivity and mobile devices; (the courses have large populations, so the results are potentially statistically significant).

The tool I suggested was [Google Forms](#), partly because it's likely to have some sort of longevity (for the number of respondents we expect, we would have to pay to make use of something like [SurveyMonkey](#)), partly because I couldn't find a nice locally hosted survey tool (I did ask...).

Creating forms is easy, as this mini-tutorial suggests: [Introduction to Google Forms](#).

As you would expect, different question types are possible:

Does your mobile phone have the following built in?

Select all that apply

- GPS
- FM Radio

# iSurvey – the soton survey tool


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

The screenshot displays the iSurvey website interface. At the top left is the iSurvey logo, and at the top right is the University of Southampton logo. Below the logo is a navigation bar with links for Home, Feature List, Survey Examples, Take A Tour, and iSurvey News. A 'University of Southampton Login' box contains fields for Username and Password, and a 'Sign me in' button. A 'Welcome to iSurvey' section features a mouse icon and text stating that iSurvey is a free survey generation and research tool for University members. A 'Latest News' section includes a post from 29th Nov 2010 about importing CSV data to SPSS or Excel. On the right, a 'Latest Public Surveys' section lists several surveys with 'Click here to take this survey' links.

**University of Southampton Login.**

Username  Password  **Sign me in**

**Welcome to iSurvey**

 iSurvey is **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 file 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.

**Latest Public Surveys**

**Find a survey**

**iSurvey new features evaluation**  
This survey describes some possible new features coming to iSurvey.  
→ [Click here to take this survey](#)

**Social Networks Multi-media Sharing.**  
→ [Click here to take this survey](#)

**Survey on Teacher Motivation and Leadership Style**  
Yingdi Chen  
→ [Click here to take this survey](#)

**Predictors of personality functioning**  
→ [Click here to take this survey](#)

**SAGE Project Survey**  
→ [Click here to take this survey](#)

**Quality in E-learning**  
→ [Click here to take this survey](#)

# References

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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>



# references

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### **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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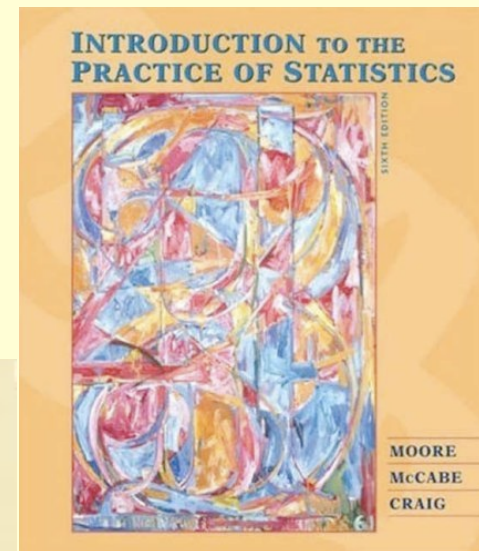
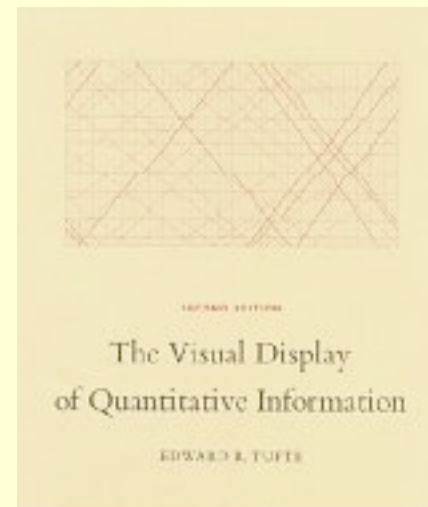
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Quantitative Methods  
Qualitative Procedures  
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Glossary  
References

# 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/>

# my details

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