What The Tech?
A Summer Internship Program

—

Part 2:
Developing Surveys and Questions

This Part's Focus

- The roots of our policies/topics
- Refining your survey questions and strategies
  - Introduction to Qualtrics
- Developing an outreach plan to present to your various partners

Today's Agenda

11:30-12:30: Team Meeting - Icebreaker

12:30-1:30: Lunch

1:30-2:30: The background of your policies and topics

2:30-4:00: Qualtrics

4:00-4:30: Wrap-up

Team Meeting

Team Meeting

- Icebreaker:
  - "Rose, Bud, Thorn"
    - Rose: something that you enjoyed
    - Bud: something you're looking forward to
    - Thorn: something you found challenging
  - Who wants to do the icebreaker next week? (Not R/B/T)

Team Meeting

Debrief: Meeting your partners

- Thoughts! Reactions!
- Learned anything new?

- Remember: no work-related communications (emails, texts, etc.) past 8pm!
  - Work-life balance is important!
  - "Eight hours for work, eight hours for sleep, eight hours for what we will."

Any Questions?

Next:
1. Lunch
2. Topic backgrounds
3. Qualtrics: Building our surveys!

Topic Backgrounds

Because you can't know the future if you don't know the past!

Topic Backgrounds

First, some questions…

- Why do you think it's important to learn more about the background of our topics?
    - It's one of the first things we do in research.
- What's one thing you can say about your topic background?

Topic Backgrounds

- Many types of background (and they overlap!):
    - Economic
    - Social
    - Historical
    - Scientific

Topic Backgrounds

- Open your laptop
  - Look up some articles related to the bill
  - Write a few (3-5) paragraphs on the background of your topic.
  - Whatever angle YOU think best explains it
- Don't write it with your partner.
- You can compare afterwards.
- This can serve as the introduction to your final product

Topic Backgrounds

- Everyone…
  - What's one interesting thing you found?
  - WHY is it interesting?
  - What does it tell us about the bill or topic in general today?

Brief Background

- Founded in 2002
- Online survey tool where you can:
  - Build and distribute surveys
  - Collect the responses
  - Analyze response data
- One of the most commonly used survey tools
- A more advanced version of Google Forms

Qualtrics

- Will be our tool of choice
- Today is all about getting familiarized
- But first, if you haven't already...
  - Set up your account
    - ***See if your org. has a discount***
  - Once you're set up, click on **CREATE PROJECT** in upper-right hand corner.

XM ☰

Q Search the catalog

▶ Type

▼ What you're measuring

Customers

Employees

Markets

Students

Website and app visitors

▼ Department

Customer experience

Education

Human resources

Market research

Marketing and advertising

▼ Use case

Advertisement and creative testing

Brand tracking

Candidate experience

COVID-19

Customer experience management

See more

▼ XM category

Create a project

From scratch

📋 Survey

📇 Website & App Insights

Sample projects

Use example surveys and data to test out how different parts of the XM platform work together

Sample Experience Drivers Analysis (with data)

Explore sample results that surface which features have the biggest impact on outcomes

Sample Relationship Health (with data)

Explore sample results that measure the health of customer relationships

Project templates

Start building with a template developed by subject-matter experts

Qualtrics CoreXM Tour

Explore the features and functions of Qualtrics

Qualtrics Surveys Question Tour

Explore standard question types

Customer Satisfaction (CSAT)

Measure how happy consumers are with your products and services

Quick Poll

Get quick feedback to help drive action

Vote and Rank

Have respondents vote on preferred options

Create a new project

Survey

Name

BARI/TGH Survey Demo

How do you want to start your survey?

Create a blank survey project ⌄

Create project

Cancel

DOES EVERYONE HAVE THIS?   **STOP!**

The Survey, Piece By Piece

- What does every survey start with?
  - An introduction!
- Set Question Type as **Multiple Choice**
- Change text style by clicking "rich content editor" blue tab in text box
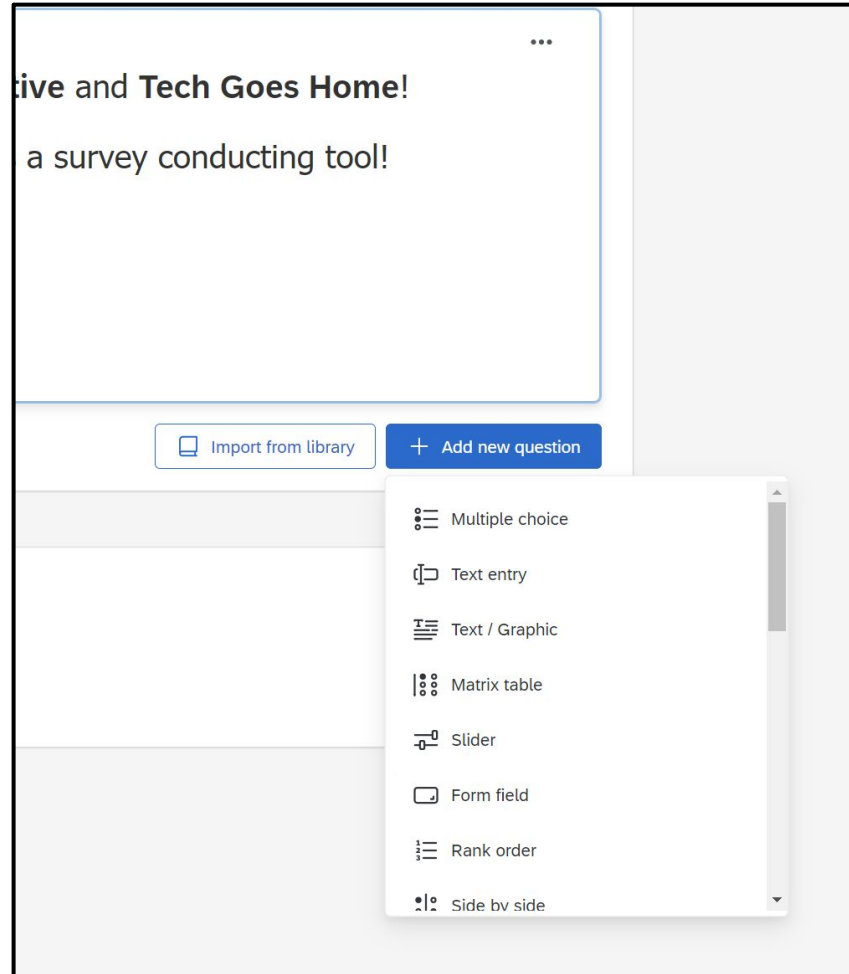
You can make answers mandatory

And make answers lead to other questions ("logic")

The Survey, Piece By Piece

- But let's add another type of question that we may be using
- Set Question Type as **Text Entry**
  - Good for "*open response questions*"
- Once again, change text style by clicking "rich content editor" blue tab in text box
- Take five minutes…

The Survey, Piece By Piece

- Let's look at one more question type: **scale**
- It's the most complex but maybe the most useful
- From last week's slides:
  - "We want to know about a complex concept."
  - "This concept takes many observable forms."
    More items
    + Items close to the shared "truth"
    _____
    More robust understanding of the topic
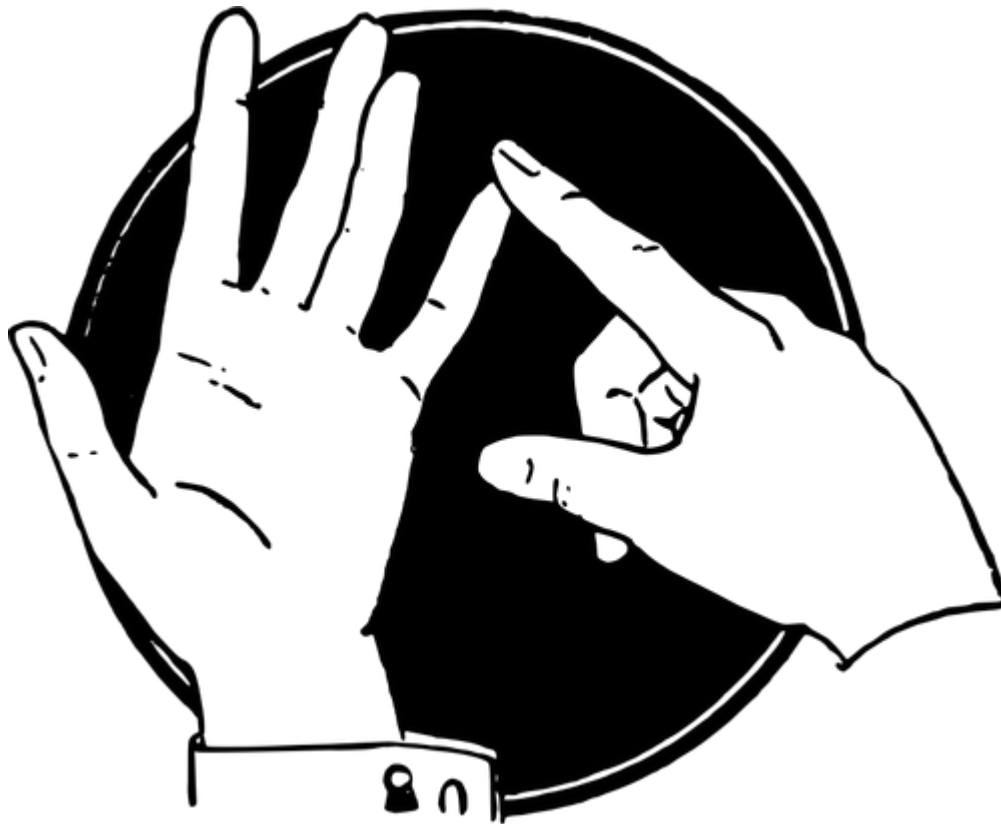
The Survey, Piece By Piece

- Qualtrics has many question options to offer a scale of options.
    - E.g., "Rank Order" and "Matrix Table"
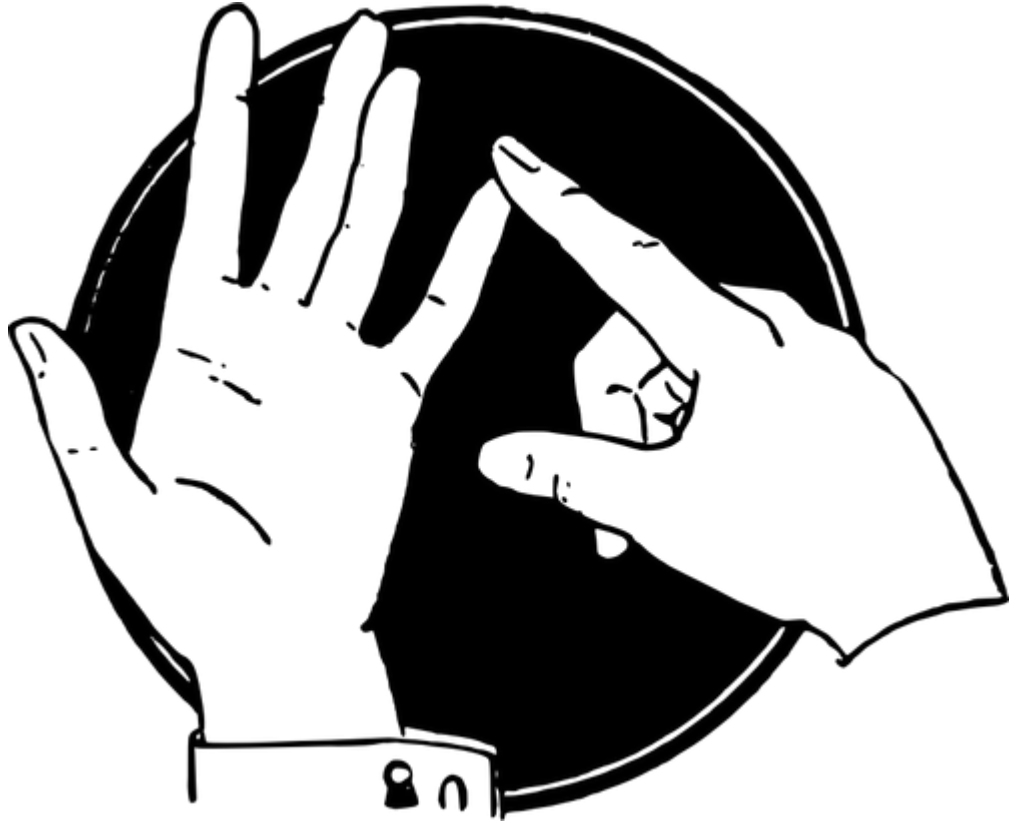
Survey, Piece By Piece: Ranked Order

Q4

How much do you agree with this statement: "MJ was a better player than Lebron."

None at all	1
A little	2
A moderate amount	3
A lot	4
A great deal	5

Survey, Piece By Piece: Matrix Table

Q5

Do you agree that any of these NBA players were better than Michael Jordan at his peak?

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Lebron James	○	○	○	○	○
Larry Bird	○	○	○	○	○
Earvin "Magic" Johnson	○	○	○	○	○

Import from library   + Add new question

Add Block

The Survey, Piece By Piece

Now you can write some questions of your own. But let's remember the survey rules...

Writing Good Items

Clear and concise items.

- No double-barreled questions (i.e., items that ask two things).
  - "I like using AI, and I think members of my community can benefit from it" has two components.

No leading questions.

- "Do you want tech companies to stop committing algorithmic bias?"

Careful with negatives and double negatives

- "Is it impossible that the Holocaust never happened?" generated a 20% positive response rate.

The Survey, Piece By Piece

Now you can write some questions of your own. But let's remember the survey rules…

Types of Items

Rating scales

- e.g., "Rate the extent to which you agree with each of the following potential concerns regarding AI."
  - Strongly Agree <-> Strongly Disagree

Ranking activities

- e.g., "Put the following potential concerns regarding AI in order from most to least important."

Open response

- e.g., "Describe your three biggest concerns regarding AI."

The Survey, Piece By Piece

RIght now:

- Go over your notes with your partner (if possible)
- Write <u>at least eight</u> draft survey questions related to your research subject
  - Use each question/item type <u>at least</u> twice
  - You'll be showing these to your partners
  - If your partner is <u>not</u> here, be sure to share your work with them
- Be sure to save your work!
- We'll share out what we have before we leave

The Survey, Piece By Piece

- Each team should pick one question of each type
- Everyone else: what do you think?
  - What works?
  - What would you change?
  - What would you keep?

Halfway Point

One-on-One Meetings

One-on-One Meetings

- Meet with me to discuss where your project is
  - Meanwhile, work on any elements of your project that you worked on yesterday
    - Survey questions
    - Background research on topic
  - Remember: we are here to supervise/help with anything you need!

Survey Outreach Strategy

Any Questions?

Next:
1. **Lunch (60 minutes)**
   - **Ask yourself: what do you want to accomplish by the end of the day?**
2. **Survey Strategies**
3. **Finalize Survey Questions & Strategy**

Survey Outreach Strategies

1. Recapping survey design
2. Who are we asking?
3. The data we may get

Survey Outreach Strategy

Recapping Survey Design and Qualtrics

- What makes a good survey?
    - Short length
    - Clear instructions
    - Clear end date
    - If you're collecting participant email addresses/contact info, a friendly thank you is also nice.

Survey Outreach Strategy

Recapping Survey Design and Qualtrics

- We looked at how to design three question types in Qualtrics
  - Multiple Choice (Rating Choice or Rank Order - depends on structure)
  - Text Entry (Open Response)
  - Scale (Rank order/matrix table)

Survey Outreach Strategy

- We also mentioned "question logic"
- How will talk about how to apply it to your questions?

Survey Outreach Strategy

- You're writing the questions...
- Soon we will need to get them out there
- Who's our audience?
- This will be an online survey... but there are other kinds
  - Examples?

Online Surveys

Online Surveys

SURVEY
DATA
COLLECTION

Telephonic Surveys

Face To Face Surveys

Paper Surveys

Survey

Survey Outreach Strategy

What kind of data might we get?

- This will matter in a few weeks
- Key thing to keep in mind: the <u>Survey Response Rate</u>
  - Rare for an online survey to have 100% response rate
  - Beliefs vary, but 33% used about average during COVID
  - Before COVID… 25%
  - Now… 6%
- However, this mostly applies to "scientific" surveys

Survey Outreach Strategy

Scientific Surveys

- Designing a standardized questionnaire
- Administering the questionnaire
- Coding responses in a standardized form
- Random samples of participants

"Captive Audience" Survey

- Preselected sample of participants
- It still has value!
- These are still real opinions from real people
- Their lives will be impacted by a citywide AI policy

Survey Outreach Strategy

Scientific Surveys

Pros

- Scientific (can be used for scholarly research)
- More reflective of general population

Cons

- High risk for low response rate
- Time-intensive

"Captive Audience" Survey

Pros

- Can be done in short time
- Higher response rate generally
- Reflective of our social groups
  - Double-edged

Cons

- Informal nature mean it can't be cited on its own
- Risk for bias/subjectivity

Finalize Survey Questions & Strategy

Finalize Survey Questions & Strategy

Between now and end of the day

1. Write a list of people/groups you think we should distribute the survey too. You can include 1-2 sentences explaining why.
2. Continue to work on your survey questions.
3. [Qualtrics Survey Building Bootcamp](#)
   a. Says 73 minutes, but it's much faster than that

Wrap-up

Wrap-Up

- Questions? Comments?
- Next week:
  - Launch the survey!
  - Why community engagement matters in public policy

End of Content