Part 1: Developing Surveys and Questions

The goal of these slides is to introduce participants to the backgrounds of their topics, familiarize them with the tools they may use, and to begin developing an outreach plan

This document is designed to walk you through the content and to collect notes that might be helpful as you go.

About the tool(s):

Qualtrics: Qualtrics is an experience management company based in the U.S. whose software is used widely to conduct survey research. Many universities have membership agreements that staff and students can access with.

Slideshow Contents

- Focus/Agenda

- Team meeting

- Topic backgrounds

- Qualtrics

- [Halfway point]

- One-on-one meetings

- About survey outreach strategies

- Finalize survey outreach strategies and questions

- Wrap-up

Focus/Today's Agenda

- The roots of our policies/topics

- Refining your survey questions and strategies

    o   Introduction to Qualtrics

- Developing an outreach plan to present to your various partners

Team Meeting

Change as you'd like!

Debrief: Meeting your partners

- Thoughts! Reactions!

- Learned anything new?

- Remember: no work-related communications (emails, texts, etc.) past 8pm!

    o   Work-life balance is important!

    o   "Eight hours for work, eight hours for sleep, eight hours for what we will."

Topic backgrounds

- First, some questions…
    - o 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?

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

- Open your laptop

    - o Look up some articles related to the bill

    - o Write a few (3-5) paragraphs on the background of your topic.

    - o 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

- Everyone…

    - o What's one interesting thing you found?

    - o WHY is it interesting?

    - o What does it tell us about the bill or topic in general today?

Qualtrics

Brief background

- Founded in 2002

- Online survey tool where you can:

    o Build and distribute surveys

    o Collect the responses

    o Analyze response data

- One of the most commonly used survey tools

- A more advanced version of Google Forms

Setting up… (slides 15-18)

- Will be our tool of choice

- Today is all about getting familiarized

- But first, if you haven't already…

    o 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.

The Survey, Piece By Piece (slides 19-20)

- What does every survey start with?

    o An introduction!

- Set Question Type as **Multiple Choice**

- Change text style by clicking "rich content editor" blue tab in text box

The Survey, Piece By Piece (slides 21-22)

- But let's add another type of question that we may be using

- Set Question Type as Text Entry

    o 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 (slides 23-26)

- Let's look at one more question type: **scale**

- It's the most complex but maybe the most useful

- From last week's slides:

  o "We want to know about a complex concept."

  o "This concept takes many observable forms."

  o More items + Items close to the shared "truth" = More robust understanding of the topic

- Qualtrics has many question options to offer a scale of options.

  o E.g., "Rank Order" and "Matrix Table"

The Survey, Piece By Piece (slides 27-30)

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

- Writing Good Items
    - o 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.
    - o "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.

- 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."

Right now:

- Go over your notes with your partner (if possible)
- Write at least eight draft survey questions related to your research subject
  - Use each question/item type at least twice
  - You'll be showing these to your partners
  - If your partner is not 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
- 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

- 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

- 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.

- 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)

- We also mentioned "question logic"
- How will you 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

    o   Examples?

What kind of data might we get?

- This will matter in a few weeks
- Key thing to keep in mind: the Survey Response Rate
    ○ 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" Surveys

- 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
    - o Scientific (can be used for scholarly research)
    - o More reflective of general population
- Cons
    - o High risk for low response rate
    - o 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

Between now and end of the day

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

Wrap-Up

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

END OF CONTENT