SURVEY SUCCESS!

How can you gather important information to support change that matters in your community?
You can survey community members! Design a survey about your topic of focus that uses the following FOUR types of survey questions.

QUESTION TYPE	EXAMPLE	DEVELOP YOUR QUESTION
Close-ended Yes/No	Do you make choices that help limit your amount of water waste? YES NO	
Likert scale A point scale (usually 5 levels of response) where the participant expresses the degree to which they agree with a statement.	Water conservation is important. Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree	
Multiple choice A question with pre-determined choices. Sometimes you may want your participant to choose only **one** response, or you may want your participant to choose **more than one** response.	In what ways do you conserve water? (Circle all that apply) 　a.　Take shorter showers 　b.　Check your toilet for leaks 　c.　Insulate your water pipes 　d.　Turn off water when brushing your teeth	
Open-ended A question that allows the participant to provide a more detailed answer. HINT—To keep your results manageable, you may suggest a word limit for the response.	Tell how you conserve water in your community.	

Demographic Questions: If you want to learn about the background of participants, you can also add demographic questions about each participant's name, age, ethnicity, race, socio-economic status, education, or other relevant categories.

REPRESENTING RESULTS

QUANTITATIVE FINDINGS
Close-ended, Likert Scale, and Multiple Choice questions will give you results that are QUANTITATIVE. This means you can determine percentages that show how your community is thinking about this issue.

To **understand** your findings and **determine percentages**, add up the total number of participants who gave each answer and <u>divide the sum for *each* answer</u> by the <u>total number of participants</u> that were surveyed.

SAMPLE
You surveyed 50 participants to see what issue is most important to them. Below are the results:

What issue is most important to you?	Divide <u>each</u> answer's sum by <u>total</u> surveyed	Convert <u>decimals</u> to <u>percentages</u>
a. Bullying (20 participants) b. Safety (8 participants) c. Recycling (12 participants) d. Housing (10 participants)	Bullying: 20/50=.40 Safety: 8/50=.15 Recycling: 12/50=.24 Housing: 10/50=.20	40% of participants chose BULLYING 16% of participants chose SAFETY 24% of participants chose RECYCLING 20% of participants chose HOUSING

You can **represent** your quantitative findings through

Pie Charts
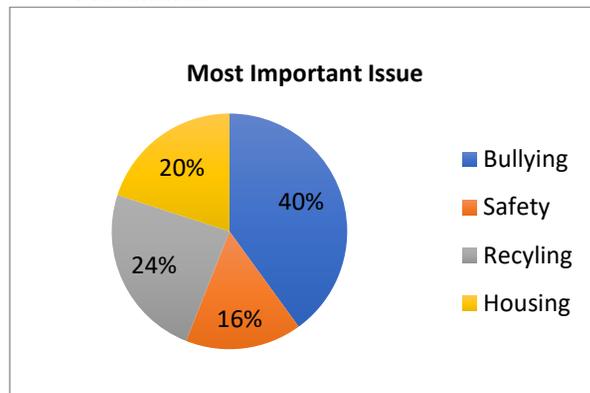
Bar graphs
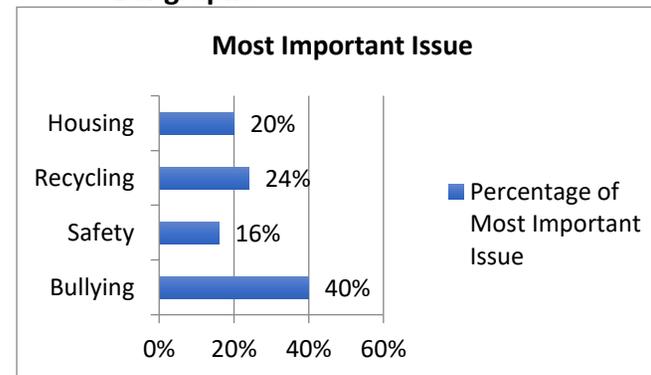
Quoting notable statistics – You can also describe your statistics in words. For instance, you might write, "40% of participants found bullying to be the most important issue to them while 24% of participants favored recycling, 20% preferred housing, and 16% favored safety."

REPRESENTING RESULTS

QUALITATIVE FINDINGS

Open-ended questions are QUALITATIVE, meaning you will have responses in participants' own words. When you conduct interviews and transcribe participants' responses, you will also have qualitative data that represents the participants' own words.

To **understand** your findings, look for **themes** in people's responses. For example, in reading the open-ended question results, you might notice many participants referring to bullying. Next you will go through each survey and highlight all references to bullying in a certain color. Once you finish reading all the surveys, you will then compile all the highlighted quotes into one document. This same strategy can be used to identify multiple themes at once, using multiple colors to highlight.

You can **represent** your quantitative findings through:

- **Quotes** – One of the best ways to report findings is by pulling the most representative or significant quotes from your participant responses. These may be quotes that are most common or standout by being unique. You might write:
  One participant highlighted, "Bullying is an important issue for me because I have experienced it firsthand at school."
- **Word clouds** – You can use a "word cloud" generator like wordle.net to create a visual representation of words most used by your participants.

- **Table with descriptions**

Theme	Sample Responses	Why is this important
Bullying	• "I hate getting bullied. It has made it hard to keep friends." • "Someone who bullies always finds an excuse to make fun of you and it changes how you think about yourself and makes the day a struggle."	• Bullying impacts one's perceptions of themselves • Bullied individuals struggle with social situations.

- **Bar graph/pie charts after coding/clumping similar answers** – See examples of bar graphs and pie charts from the "Quantitative" section.