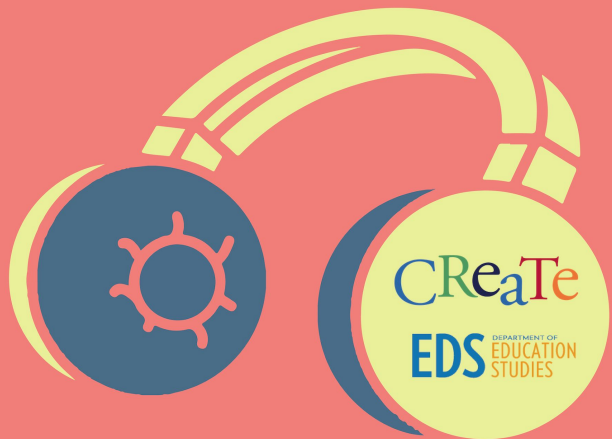


# CS-LISTEN



National Science Foundation

UC San Diego

## Session 3

# CSListen

## Session 3: Piloting Surveys and Best Practices



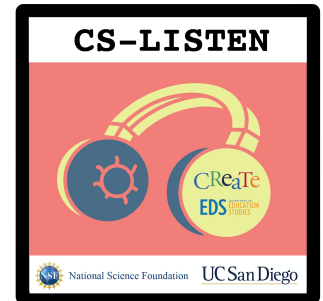
# CS-LISTEN Student Co-Researchers!

**Students:**

**Anyone who STILL hasn't done so, please sign in using this link or the QR Code to the right.**

**<http://bit.ly/CSLstudentinfo>**

**Share a device with someone if you don't have one.**



Everyone should register for the CS LISTEN UP conference on April 16th! Parents/Guardians are also invited.

<https://cslistencon2020.eventbrite.com>

# CS-LISTEN UP Conference

April 16th, 2020 (Thursday) • 4-7pm

Marina Village Conference Center  
1936 Quivira Way  
San Diego, CA 92109



**CReaTe**  
Center for Research on Educational  
Equity, Assessment & Teaching Excellence

**CS** **San Diego**

**EDS** DEPARTMENT OF  
EDUCATION  
STUDIES



National Science Foundation

**UC San Diego**



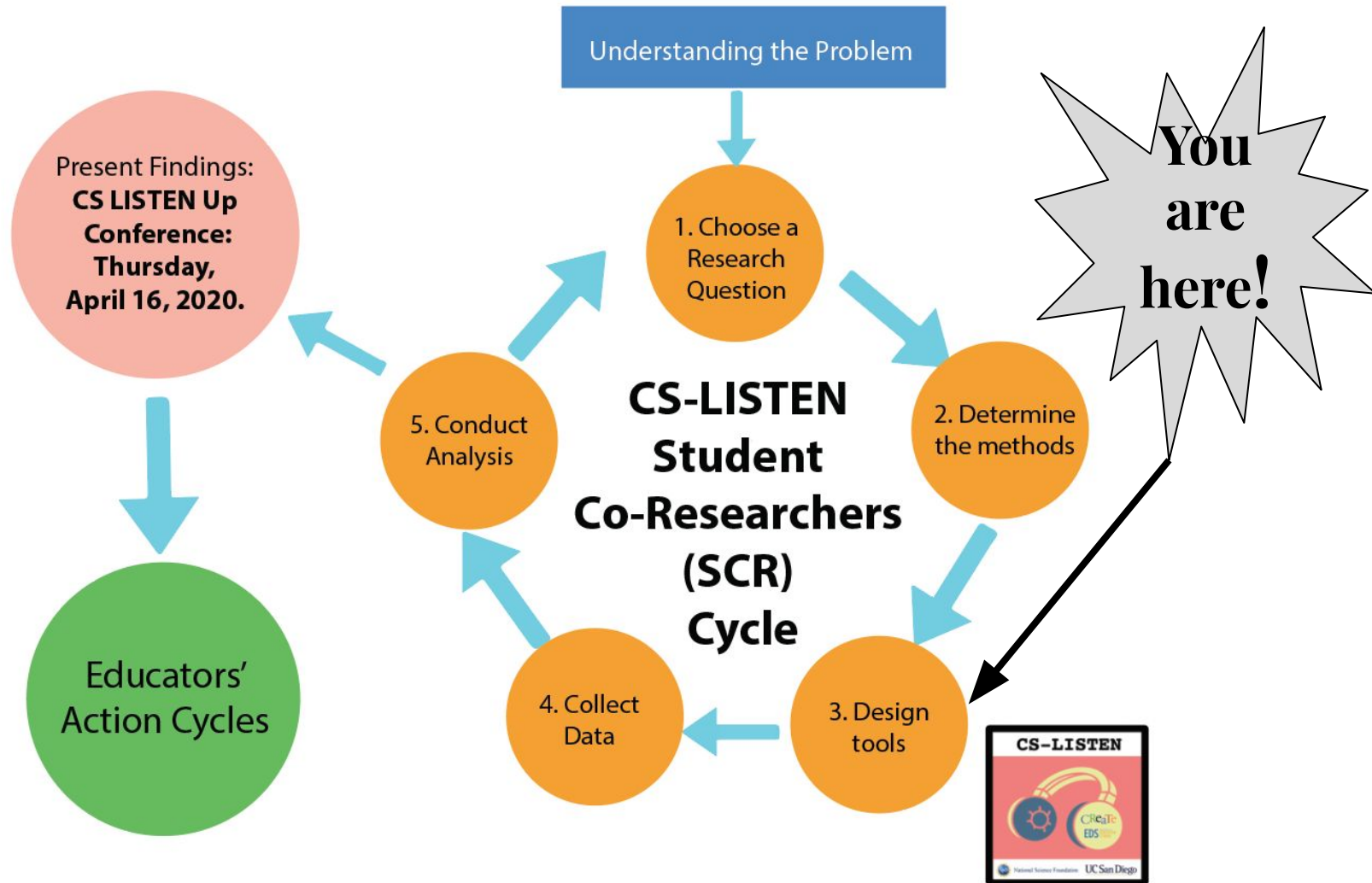
**SCAN ME**

# UC San Diego's Consent forms/Assent forms

Have you turned in your consent/assent forms? If not do so THIS WEEK!!!!

1. **Parent Consent form** -- Signed (you can turn it into your teacher anytime before next week)
2. **Student Assent form** -- Sign now and turn it into Beth, Susan, Kirk or Minh.

If you don't get the forms signed, you CAN still participate in the project. But we can't learn from you, so we would LOVE it if you provide the forms back to us.



# TODAY your SCR will accomplish THREE things:

1. Finalize drafting instrument questions (Slides 7-12)

Has your SCR decided? Survey? Interview? Focus Group? Something else?

2. Go over Best Practices using Google Form (Starts at Slide 14).

3. Make plans for field testing your instrument.

**Always make sure your  
Research Question is VISIBLE.**

# Has your SCR team decided: What kind of data is best?

## Interviews

- Semi-structured questions (allows interviewer time to veer off with impromptu follow up questions)
- Uncontaminated data
- Less data collected, more in-depth; more “personal” and “revealing”

**In-depth Interviews** allow detailed exploration of a single respondent's reactions without contamination.

## Focus groups

- Prompts rather than questions
- Can gather observational data in addition to verbal data
- Can capture multiple viewpoints at the same time

**Focus groups** tend to encourage good discussions, but can be time consuming and costly, plus create qualitative data that can be harder to analyze.

## Surveys

- Structured questions
- Can include varied question types/scales
- Can gather LOTS of data from people

**Surveys** can be more cost effective and provide more quantifiable data that can be easily analyzed, but are less personal or interactive.



# Continuing on with question/instrument construction...

- ★ Review the questions your Student Co-Research Team drafted last time.
  - ★ Add more questions, compare the questions to the RQ.
  - ★ Look at the tips for creating good questions.
  - ★ Refine the questions you create against the “tips”
  - ★ Look at all the drafted questions together.
- 
- Place a dark circle next to those that are definite keepers,
    - Place an empty circle next to questions that you are unsure about keeping. Does that question need to be refined/revised or dumped?



# Tips: Good survey questions are

- ❖ **CLEAR** and specific
- ❖ **NOT TOO PERSONAL**
- ❖ Questions people will respond to **TRUTHFULLY**
- ❖ Questions people **KNOW** the answer to
- ❖ A **SINGLE** question, not “double-barrelled”
- ❖ Avoid **BIASED** or leading language



Optional:  
Rewatch all  
or part of  
the Tips for  
Creating  
Good Survey  
Questions

(4 minutes)

## **SURVEY DESIGN ESSENTIALS**

Seven tips for good survey questions

**KENNETH FERNANDEZ** | Elon University

# Examples of Likert Scales (5 point scale recommended)

<div> <div>Very Interested</div> <div>5</div> </div> <div> <div>Somewhat Interested</div> <div>4</div> </div> <div> <div>Neutral</div> <div>3</div> </div> <div> <div>Not Very Interested</div> <div>2</div> </div> <div> <div>Not at All Interested</div> <div>1</div> </div>	<div> <div>Very Much Like Me</div> <div>5</div> </div> <div> <div>Somewhat Like Me</div> <div>4</div> </div> <div> <div>Neutral</div> <div>3</div> </div> <div> <div>Not Much Like Me</div> <div>2</div> </div> <div> <div>Not at All Like Me</div> <div>1</div> </div>	<div> <div>Very Happy</div> <div>5</div> </div> <div> <div>Somewhat Happy</div> <div>4</div> </div> <div> <div>Neutral</div> <div>3</div> </div> <div> <div>Not Very Happy</div> <div>2</div> </div> <div> <div>Not at All Happy</div> <div>1</div> </div>	<div> <div>Almost Always</div> <div>5</div> </div> <div> <div>Sometimes</div> <div>4</div> </div> <div> <div>Every Once In a While</div> <div>3</div> </div> <div> <div>Rarely</div> <div>2</div> </div> <div> <div>Never</div> <div>1</div> </div>	<div> <div>Response Set</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div> <div>Frequency</div> <div>Never</div> <div>Rarely</div> <div>Sometimes</div> <div>Often</div> <div>Always</div> </div> <div> <div>Quality</div> <div>Very poor</div> <div>Poor</div> <div>Fair</div> <div>Good</div> <div>Excellent</div> </div> <div> <div>Intensity</div> <div>None</div> <div>Very mild</div> <div>Mild</div> <div>Moderate</div> <div>Severe</div> </div> <div> <div>Agreement</div> <div>Strongly disagree</div> <div>Disagree</div> <div>Neither agree nor disagree</div> <div>Agree</div> <div>Strongly agree</div> </div> <div> <div>Approval</div> <div>Strongly disapprove</div> <div>Disapprove</div> <div>Neutral</div> <div>Approve</div> <div>Strongly approve</div> </div> <div> <div>Awareness</div> <div>Not at all aware</div> <div>Slightly aware</div> <div>Moderately aware</div> <div>Very aware</div> <div>Extremely aware</div> </div> <div> <div>Importance</div> <div>Not at all important</div> <div>Slightly important</div> <div>Moderately important</div> <div>Very important</div> <div>Extremely important</div> </div> <div> <div>Familiarity</div> <div>Not at all familiar</div> <div>Slightly familiar</div> <div>Moderately familiar</div> <div>Very familiar</div> <div>Extremely familiar</div> </div> <div> <div>Satisfaction</div> <div>Not at all satisfied</div> <div>Slightly satisfied</div> <div>Moderately satisfied</div> <div>Very satisfied</div> <div>Completely satisfied</div> </div> <div> <div>Performance</div> <div>Far below standards</div> <div>Below standards</div> <div>Meets standards</div> <div>Above standards</div> <div>Far above standards</div> </div>
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# Semi-structured interviews in 4 minutes

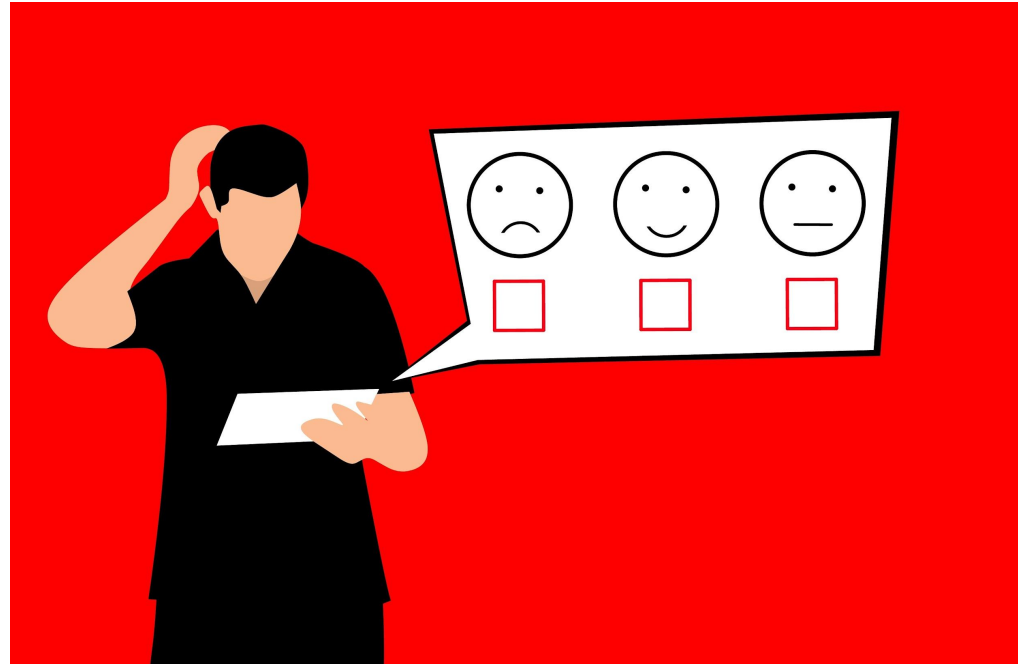
Review this if your team  
decided to do interviews.



**HOW TO CONDUCT A  
QUALITATIVE RESEARCH  
INTERVIEW**

# Google Forms Best Practices: Top 7 Tips & Tricks

- Explore types of questions
- Divide your questions into Sections
- Use skip Logic/Branch Questions
- Customize your survey!
- Piloting (check settings)
- Use bit.ly to shorten your loooong Google url
- Check responses immediately!



# Explore different types of questions!

The screenshot displays a survey form editor with a purple header bar. Below the header, there are two tabs: "QUESTIONS" (active) and "RESPONSES". The main area is divided into two sections. The top section, titled "Form description", contains a text input field. Below it, a question card is shown with the title "Untitled Question" and two radio button options: "Option 1" and "Add option or [ADD 'OTHER'](#)". A small icon of two overlapping squares is visible in the bottom right corner of the question card. The bottom section, titled "Question", contains a single radio button option labeled "Option 1". On the right side of the editor, a vertical toolbar contains icons for adding new elements (+), text (T), image (img), video (play button), and a list icon. A dropdown menu is open, showing various question types with their corresponding icons: "Short answer" (horizontal lines), "Paragraph" (three horizontal lines), "Multiple choice" (radio button, highlighted), "Checkboxes" (checked checkbox), "Dropdown" (arrow in a circle), "Linear scale" (two dots with a line), "Multiple choice grid" (grid), "Date" (calendar icon), and "Time" (clock icon).

QUESTIONS RESPONSES

Form description

Untitled Question

☐ Option 1

☐ Add option or [ADD "OTHER"](#)

Question

☐ Option 1

Short answer

Paragraph

Multiple choice

Checkboxes

Dropdown

Linear scale

Multiple choice grid

Date

Time

# Divide your questions up into Sections

Asking a lot of questions can overwhelm your participants.

Dividing your questions into different sections can ease their survey-taking experience. Making Sections is important if you use Skip Logic questions (see next slide).

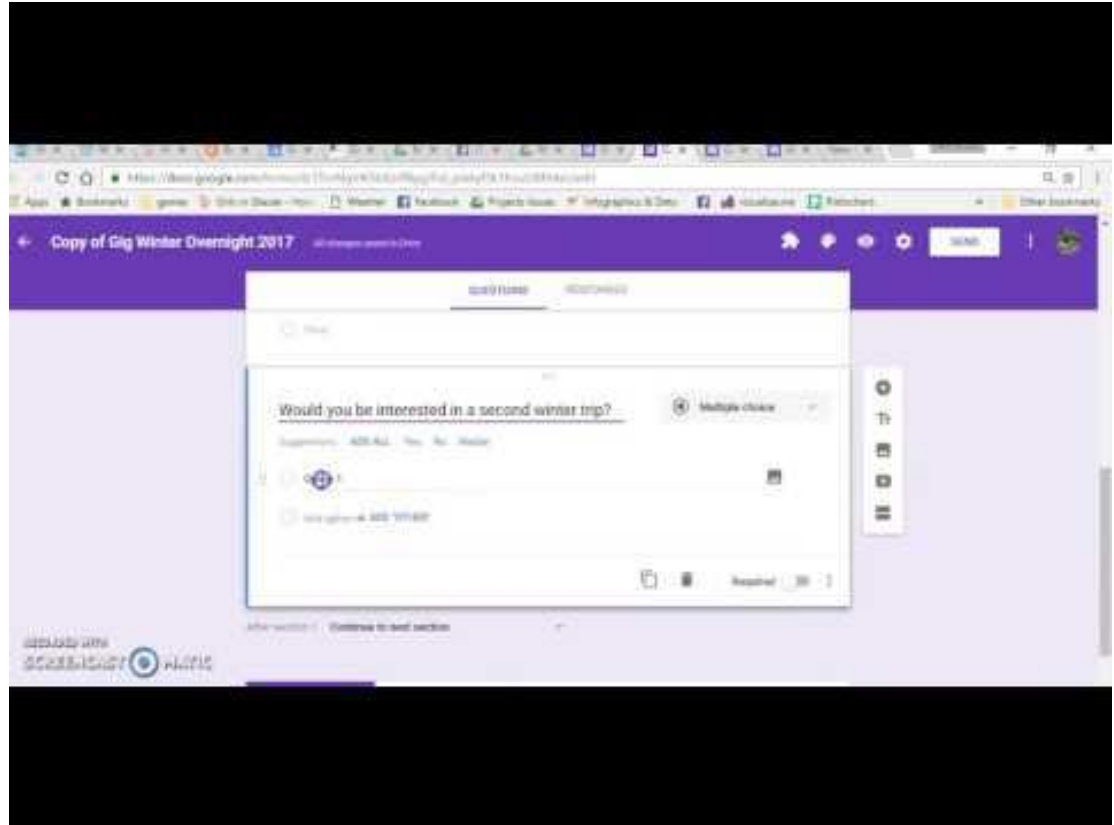
The screenshot displays a survey form editor interface. At the top, there is a question with a radio button and the text "Gluten-free". Below this, a section titled "After section 1" is visible. A context menu is open, showing four options: "Continue to next section", "Go to section 1 (Event registration)", "Go to section 2 (Untitled Section)" (which is highlighted), and "Submit form". The background shows a section titled "Section 1" with a sub-section "Untitled" and a description field labeled "Description (optional)". On the right side, there is a vertical toolbar with icons for adding questions, text, images, video, and a menu icon.



# How to do Skip Logic Questions

Depending on the participant's answer, you can make the question skip to different sections.

This video shows how easily!

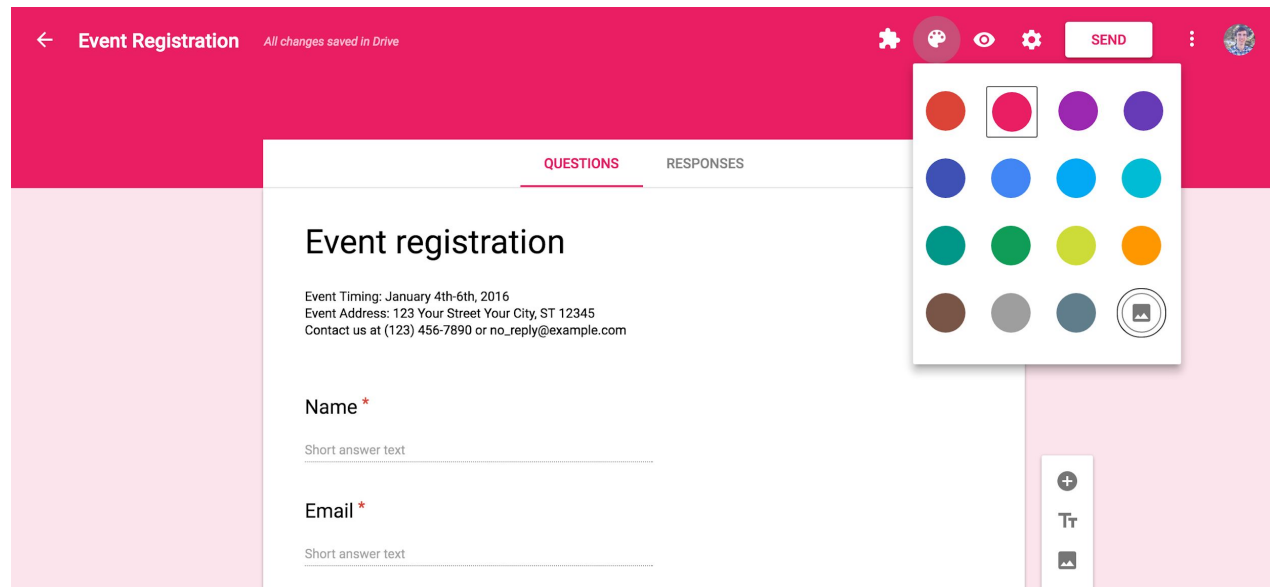


# Customize your survey!

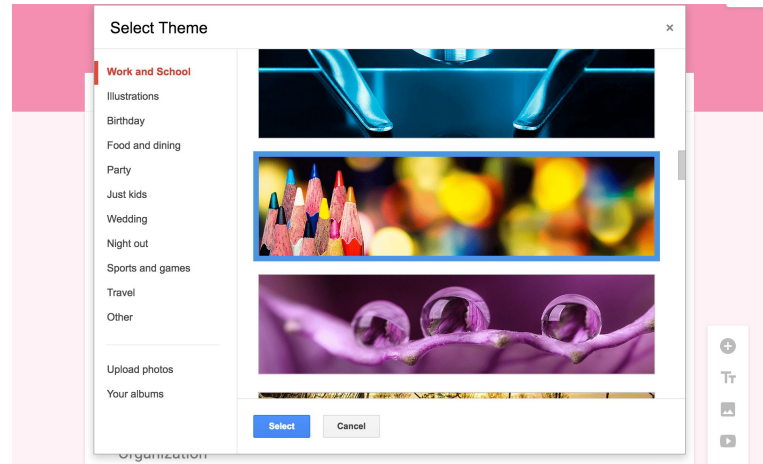
Edit the header and color of the form.

You pick a custom color.

Change the header image from Google Form library or use your own! (1600 x 400 px.)



The screenshot shows a Google Form titled "Event Registration" with a custom pink header. The header contains the text "Event Registration" and "All changes saved in Drive". The form has two tabs: "QUESTIONS" and "RESPONSES". The "QUESTIONS" tab is active, showing the form content. The form includes event details: "Event Timing: January 4th-6th, 2016", "Event Address: 123 Your Street Your City, ST 12345", and "Contact us at (123) 456-7890 or no\_reply@example.com". There are two required text input fields: "Name" and "Email", both labeled "Short answer text". A color picker overlay is visible in the top right corner, showing a grid of color options with a pink circle selected. A vertical toolbar on the right side of the form contains icons for adding questions, text, and images.

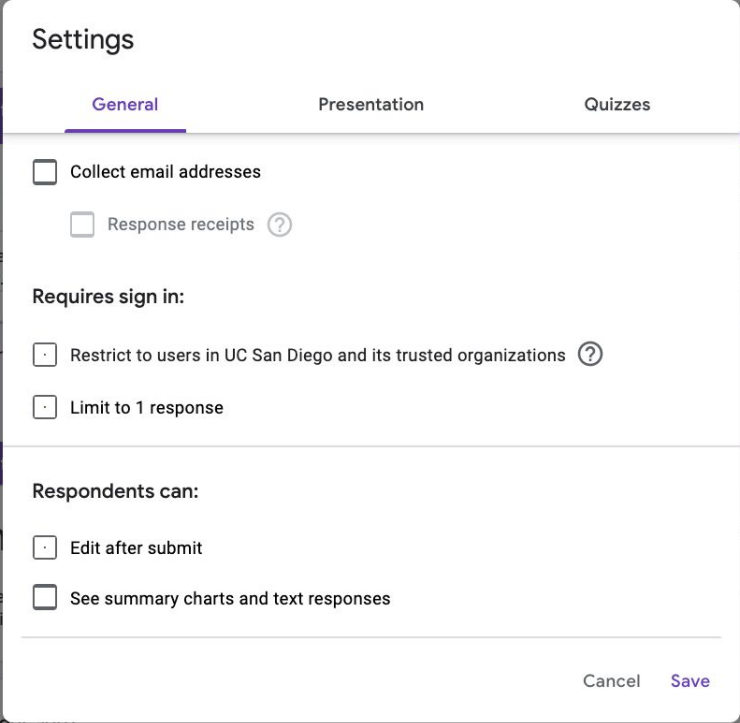


The screenshot shows the "Select Theme" dialog box in Google Forms. The dialog has a title bar "Select Theme" and a close button. It features a list of themes on the left: "Work and School" (selected), "Illustrations", "Birthday", "Food and dining", "Party", "Just kids", "Wedding", "Night out", "Sports and games", "Travel", and "Other". Below the list are options for "Upload photos" and "Your albums". On the right side of the dialog, there are three preview images: a blue abstract image, a colorful bokeh image, and a purple image with water droplets. At the bottom of the dialog are "Select" and "Cancel" buttons. A vertical toolbar on the right side of the dialog contains icons for adding questions, text, and images.

# Done? Pilot your Survey!

Check your settings.

Make sure no boxes are checked that restrict user access.



The image shows a 'Settings' dialog box for a survey, with three tabs: 'General', 'Presentation', and 'Quizzes'. The 'General' tab is selected. It contains several settings, all of which are unchecked:

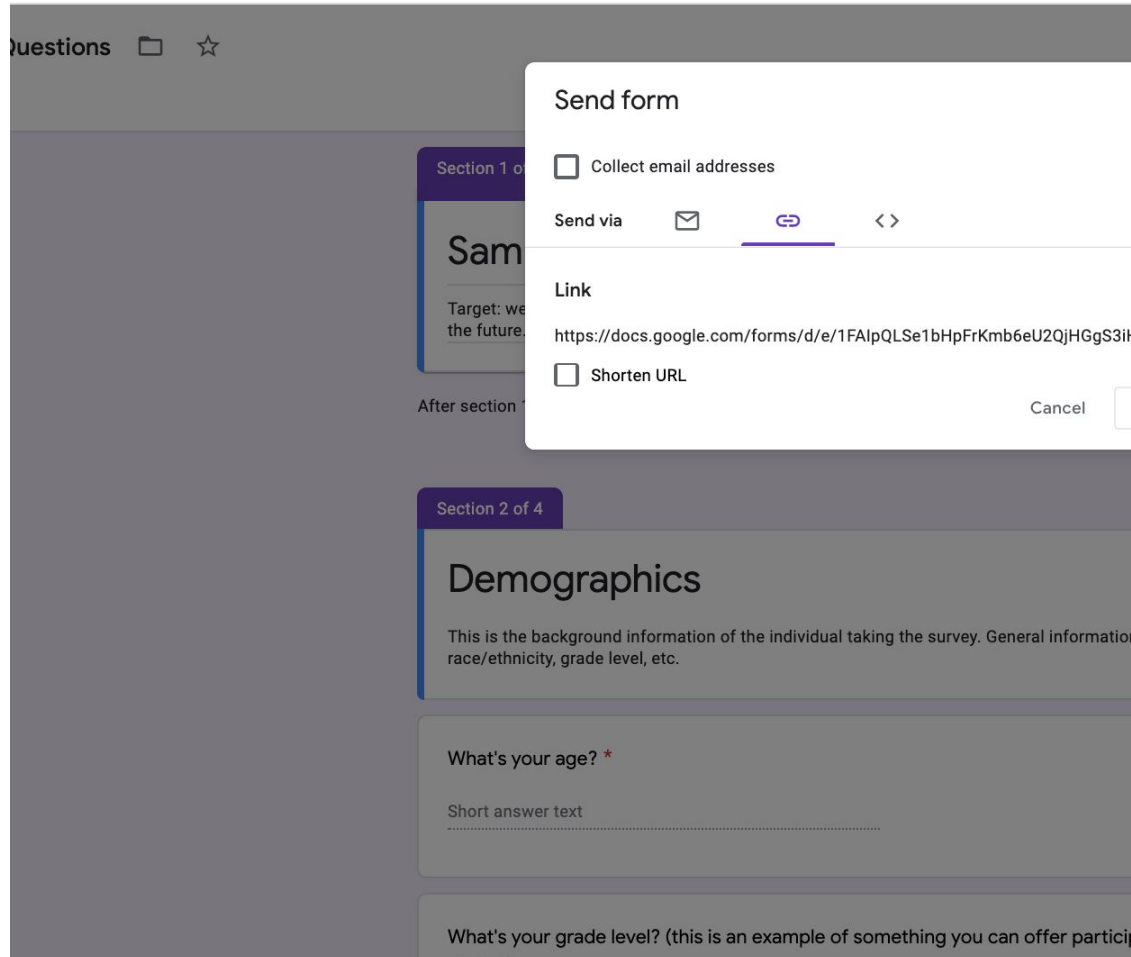
- ☐ Collect email addresses
- ☐ Response receipts ?
- Requires sign in:**
  - ☐ Restrict to users in UC San Diego and its trusted organizations ?
  - ☐ Limit to 1 response
- Respondents can:**
  - ☐ Edit after submit
  - ☐ See summary charts and text responses

At the bottom right of the dialog are 'Cancel' and 'Save' buttons. The background shows a blurred view of a survey with sections titled 'Section 1 of 2' and 'Section 2 of 2', and questions like 'What's your age?' and 'What's your grade level?'.

# Make sure you use the “Send link”

Pro Tip: Never copy the link on your address bar. (Depending on your setting, users can edit your survey!)

Instead, use the link Google Form gives you when you click on the “Send” button at the top right corner.



The screenshot shows the 'Send form' dialog box in Google Forms. The dialog has a title 'Send form' and three options: 'Collect email addresses' (unchecked), 'Send via' (with icons for email, link, and QR code), and 'Link' (selected). The 'Link' section shows a long URL: <https://docs.google.com/forms/d/e/1FAIpQLSe1bHpFrKmb6eU2QjHGgS3iH...> and a 'Shorten URL' checkbox (unchecked). A 'Cancel' button is in the bottom right. The background shows a form with sections 'Section 1 of 4' and 'Section 2 of 4'. Section 2 is titled 'Demographics' and contains a question 'What's your age? \*' with a 'Short answer text' input field.

# Wait! There's more!

Is your Google survey link too long? (Yes, always)

Use [bit.ly](https://bit.ly) to customize your link

You can also gather and track “click” analytics if you make a bit.ly account



# Check Your Responses Immediately!

All data gathered are inputted into Google Sheets (like Excel). Click on the [Green Spreadsheet Button] to see!

Google Form also showcase snapshots visuals of your survey results

The screenshot displays the Google Forms interface. At the top, there are tabs for 'Questions' and 'Responses' (the latter is active and has a notification badge). Below the tabs, a red box highlights a green spreadsheet icon with a plus sign and a vertical ellipsis menu. An arrow points from the text 'Click on the [Green Spreadsheet Button] to see!' to this icon. Below the icon, there is a section titled '1 response' with sub-tabs for 'Summary', 'Question', and 'Individual'. The 'Summary' tab is selected. Under 'Demographics', there are two questions: 'What's your age?' with a single response of '34', and 'What's your grade level? (this is an example of something you can offer participants as multiple choice)' with a single response shown as a 100% purple pie chart. A legend on the right lists grade levels: 9th (blue), 10th (orange), 11th (green), 12th (purple), and Finished PhD (dark purple).

Questions Responses 1

1 response

Accepting responses

Summary Question Individual

Demographics

What's your age?

1 response

34

What's your grade level? (this is an example of something you can offer participants as multiple choice)

1 response

100%

9th 10th 11th 12th Finished PhD