TIPS FOR SURVEY DESIGN

The Alberta Teachers’ Association can provide some support in using Survey Monkey. Contact Sharon L Vogrinetz at sharon.vogrinetz@ata.ab.ca for information.

**Before developing a survey:**
- Determine if another group (such as the Economic Policy Committee or Professional Development Committee) has already asked for the information.
- Determine how many surveys have recently been distributed in your area so that your members are not over-surveyed.

**Survey design:**
- Begin with an introduction explaining who is collecting the information and for what purpose.
- Indicate who will have access to the data and what will happen to the data after it has been collected.
- Provide an idea of the time required to complete the survey.
- Give the name of a person that respondents can contact if they have questions.
- Remember to thank people at the end of the survey.

**Demographic questions:**
- Place demographic questions at the end of the survey.
- Respect respondents’ privacy by asking only for the information you absolutely need.

**Drafting survey questions:**
- Identify the specific data you need.
- Keep questions short and ask only one question at a time.
- Avoid asking leading questions or questions with built-in assumptions.
- Break up the survey into pages (if online) to minimize scrolling.
- Pilot test the questions to ensure that they yield the information you are actually seeking.

When reviewing the results of the pilot testing, consider the following questions developed by Iraossi (2006, pp 90–92):
- Do the respondents understand what the survey is all about?
- Do respondents feel comfortable answering questions?
- Is the wording clear?
- Are the response categories compatible with the respondent’s experience?
- Do any items appear to produce irritation, embarrassment or confusion?
- Does the style of the question generate bias?
- Do the answers provide the kind of information that you are actually seeking?
• Is there enough variability in the answers received?
• Is the questionnaire too long?
• In the eye of the respondent, have any other important issues been overlooked?

Sample introductions:

SAMPLE 1
The Alberta Teachers' Association invites members to participate in the following survey about the ATA News. Teachers' responses will help shape the publication in the years ahead.

This survey should take about 10 minutes to complete.

Survey participants who wish to have their name entered into a draw for an iPad are asked to include their name and contact number at the end of the survey. This information will be used for the purpose of the draw only and will not be provided to other parties.

SAMPLE 2
INTRODUCTION
The Inclusive Education Planning Tool (IEPT) is currently being field-tested in 57 school jurisdictions across the province. Alberta Education has developed the IEPT as a digital resource to support teachers in planning for differentiated instruction based on the individual learning profiles of their students. Under the terms of the field-test agreement, school districts were required to identify no more than three schools (K–9) to participate in the field test, and districts were allowed to determine how the IEPT would be used in these schools.

ABOUT THIS SURVEY
The Alberta Teachers' Association is interested in the experience of teachers and school administrators who have been involved in the field test. The data collected in this anonymous survey will be aggregated into a summary report and shared with Alberta Education staff to further inform the field test evaluation. The survey summary report provided to Alberta Education will not include the names of individuals, schools or school jurisdictions. This survey consists of 29 questions and should take no more than 10 minutes to complete. We thank you for your time.

Questions or concerns about this survey should be directed to NAME (e-mail address).

Thank you for completing this survey and for your dedication to Alberta's students.
REFERENCE