

QUICK GUIDE: SURVEY STUDIES

WHAT IS IT? WHEN SHOULD I DO ONE?

A series of questions that participants respond to in order to generate data for analysis.



Conduct a survey study when a research question can't be answered by existing data and a questionnaire is appropriate for data collection.

Obtain detailed information about the characteristics of a large sample of individuals efficiently and promptly.



HOW TO DO ONE?

1

Conduct a literature review to clearly define your research objectives and identify your target population.

2

Choose suitable data collection methods based on research goals and sample characteristics.

💡 tip: use language that the population of interest understands

3

Develop valid and reliable survey instruments, focusing on visual appeal, question order, and content relevance.

💡 tip: use previously verified questions as they are reliable

4

Use diverse recruitment strategies to improve response rates and reduce coverage error.

5

Follow up with non-responders to minimize non-response error.

💡 tip: maximize response rate through appealing design, multiple reminders, and alternative completion options

6

Carefully analyze data while considering potential sources of error to draw accurate conclusions about the target population. For comparison studies ensure to perform a T test or ANOVA.

7

When writing up results, clearly describe the choices made in study design, present response rates, utilize statistical methods, and interpret findings with caution.

SURVEY METHODS

Type	Advantages	Disadvantages
Personal	<ul style="list-style-type: none"> • Complex questions can be asked. • Visual aids may be utilized. • Higher response rates are expected. 	<ul style="list-style-type: none"> • High cost • Inefficient use of time • Training is necessary to prevent bias
Telephone	<ul style="list-style-type: none"> • Enables clarification • Offers a larger radius than personal outreach • More cost-effective and time-efficient • Results in higher response rates 	<ul style="list-style-type: none"> • No visual aids • Challenging to develop rapport
Postal	<ul style="list-style-type: none"> • Larger target • Visual aids (although limited) 	<ul style="list-style-type: none"> • Non-response bias • Time required for data compilation
Electronic	<ul style="list-style-type: none"> • Larger target audience • Use of visual aids • Quick response time • Rapid data compilation • Reduced response rates 	<ul style="list-style-type: none"> • Non-response bias • Not all demographics are accessible