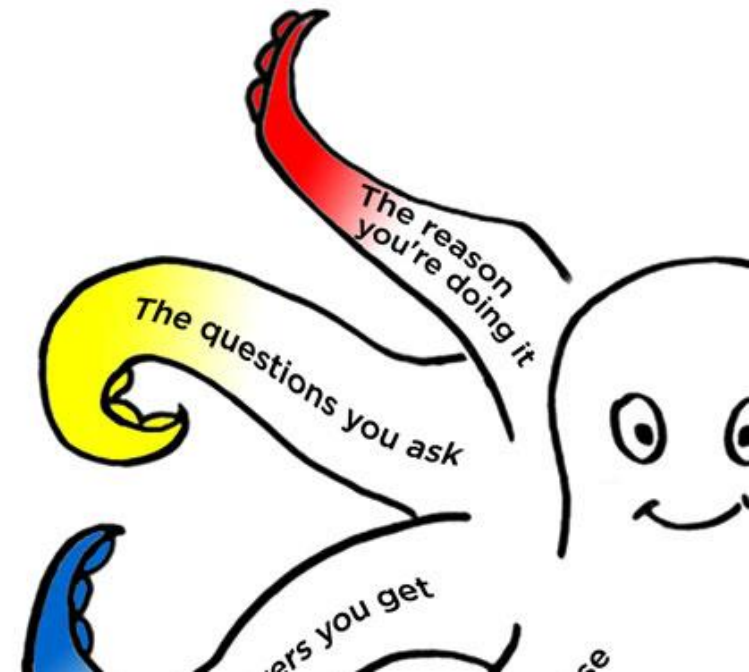


Some thoughts on surveys

Caroline Jarrett
@cjforms
#surveysthatwork2022



What would you do for a dollar?

\$1 in the envelope beats \$10 guaranteed later



Response depends on effort, reward and trust

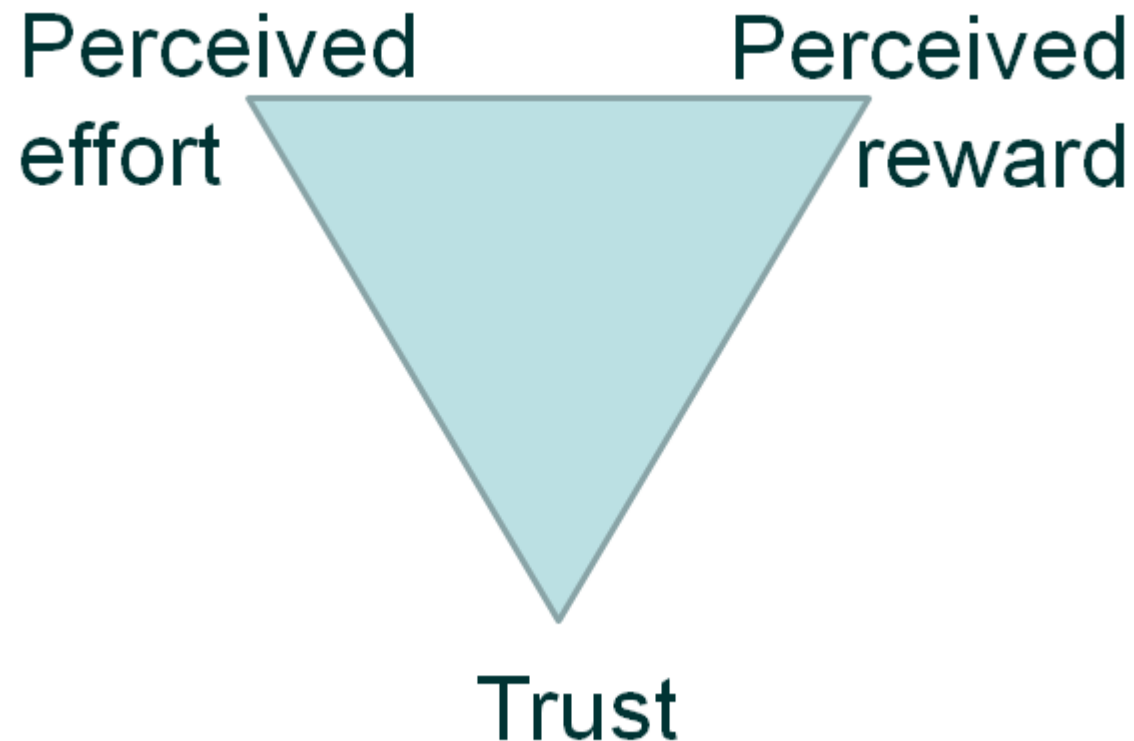
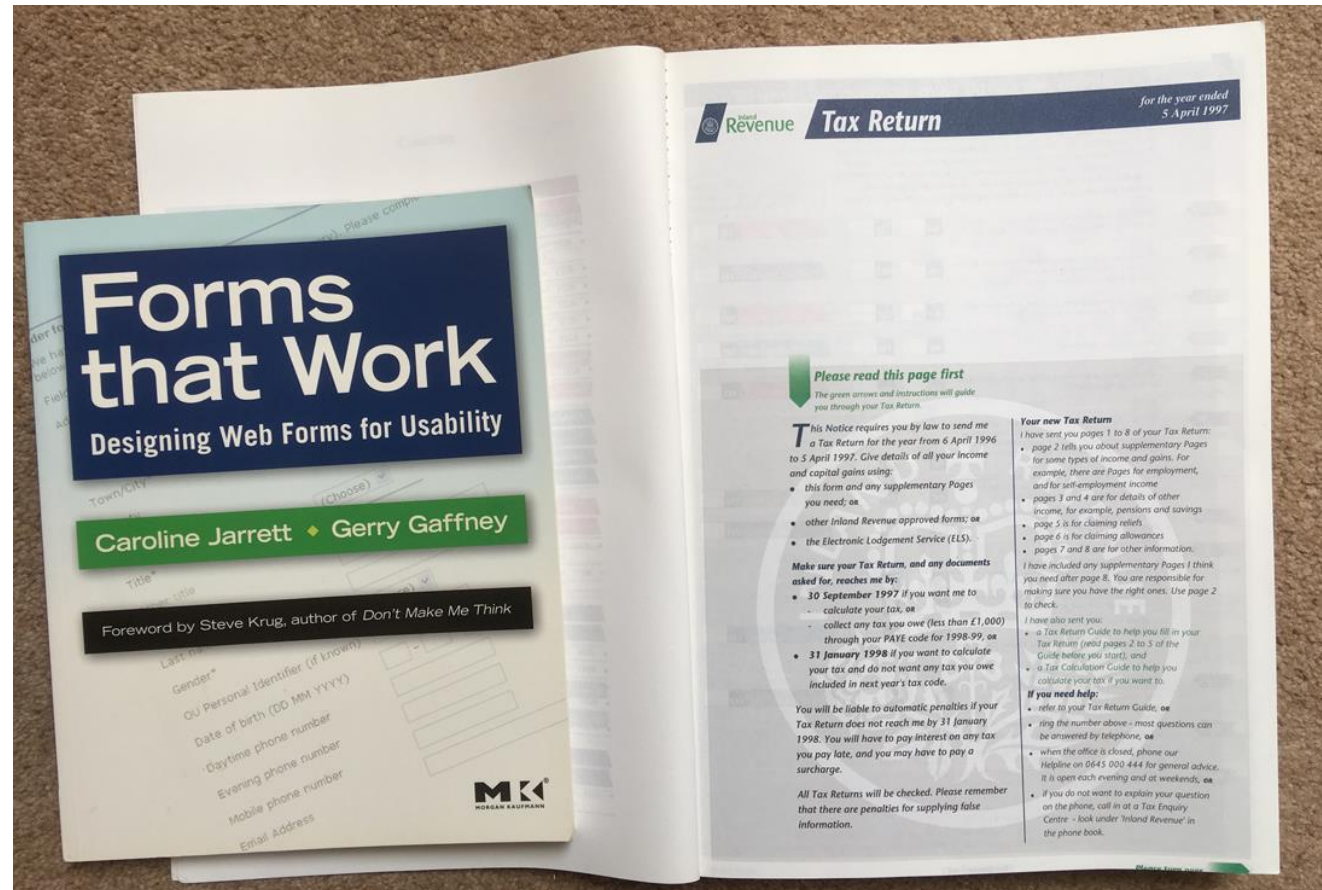


Diagram from Jarrett, C, and Gaffney, G (2008)

"Forms that work: Designing web forms for usability" inspired by Dillman, D.A. (2000)

"Internet, Mail and Mixed Mode Surveys: The Tailored Design Method"

I'm interested in questions because I've worked on forms for 30 years



I turned to the survey literature to learn more,
especially about questions



I found this definition of “the survey”

The survey is a
systematic method
for **gathering information** from
(a sample of) **entities**
for the purpose of
constructing **quantitative descriptors**
of the **attributes of the larger population**
of which the entities are members.

I change the definition a bit

systematic method

becomes

process

gathering information

becomes

asking questions

entities

become

people

quantitative descriptors

become

numbers about

attributes of the larger population

become

make decisions

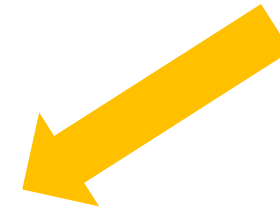
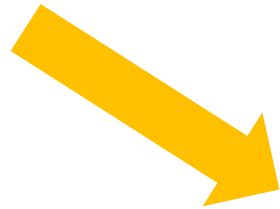
My definition focuses on process and decisions

The survey is a
process
of **asking questions**
that are answered by
(a sample of) a defined group of **people**
to get **numbers**
that you can use to **make decisions**

Start with “why” and “who”, end with the number

Make decisions:
Why you want ask

A defined group of people:
Who you want to ask



The survey is a
process for getting
answers to questions



The number

There's a lot to think about in the survey itself

Why you want ask

Who you want to ask

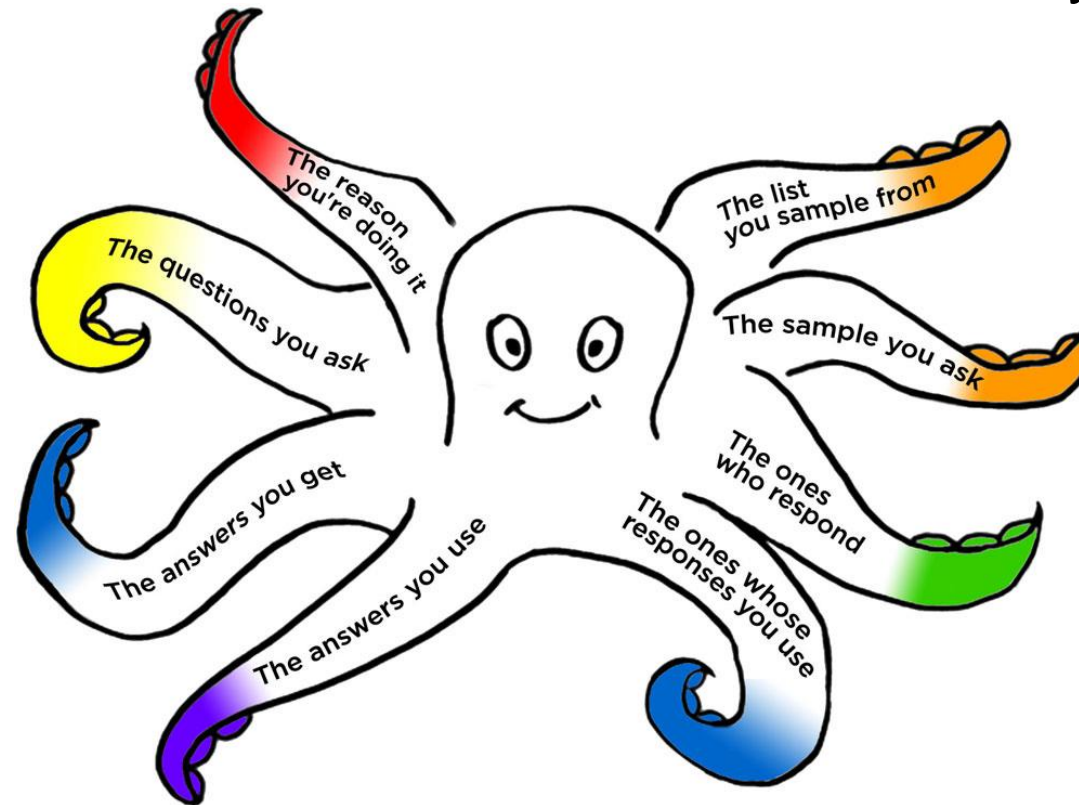
The Survey

The number

I made a Survey Octopus of the topics

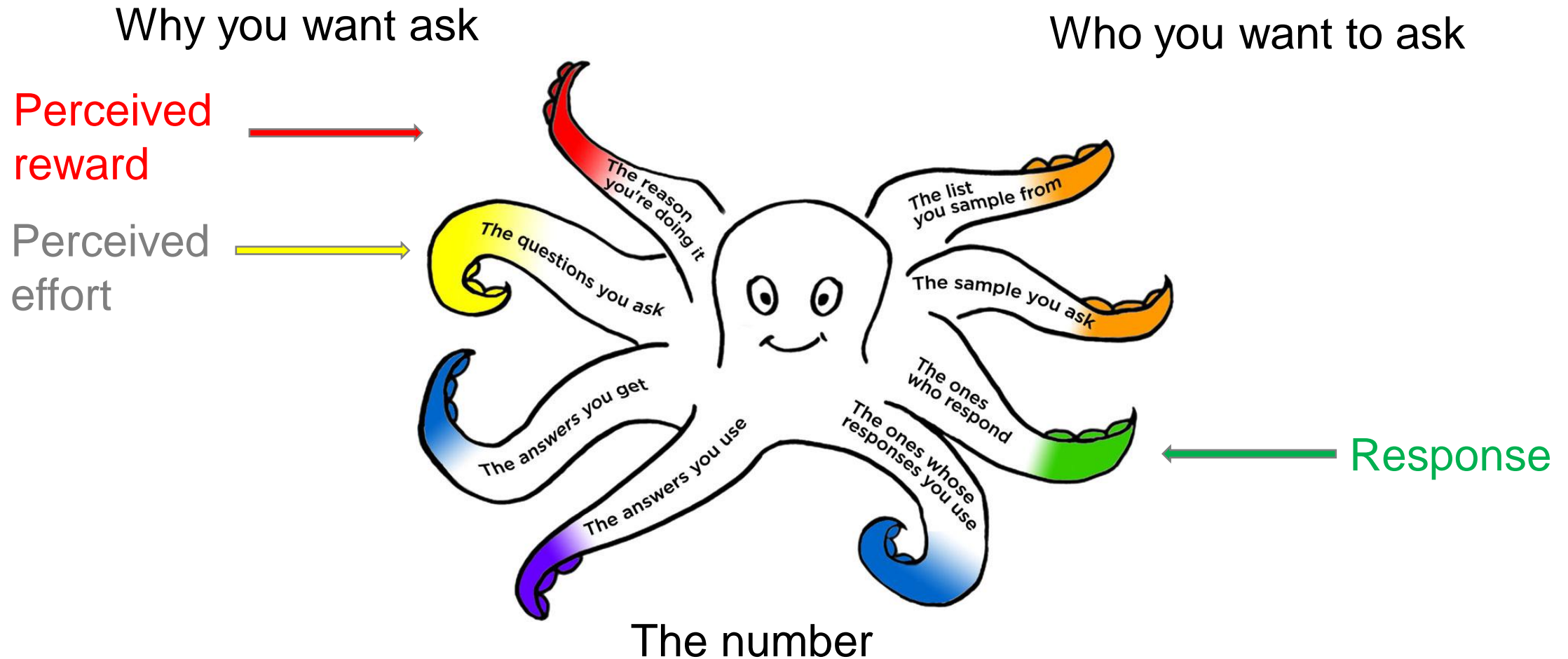
Why you want ask

Who you want to ask

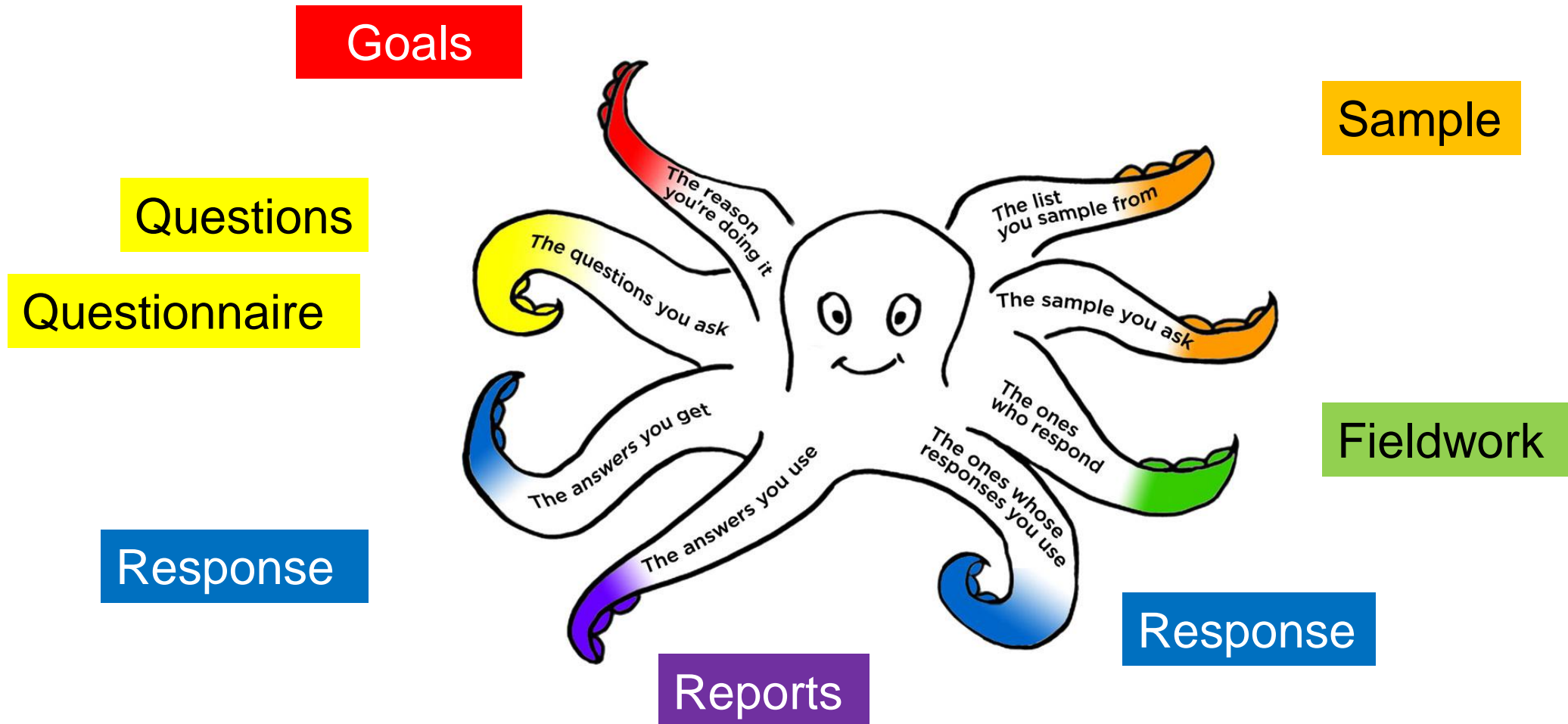


The number

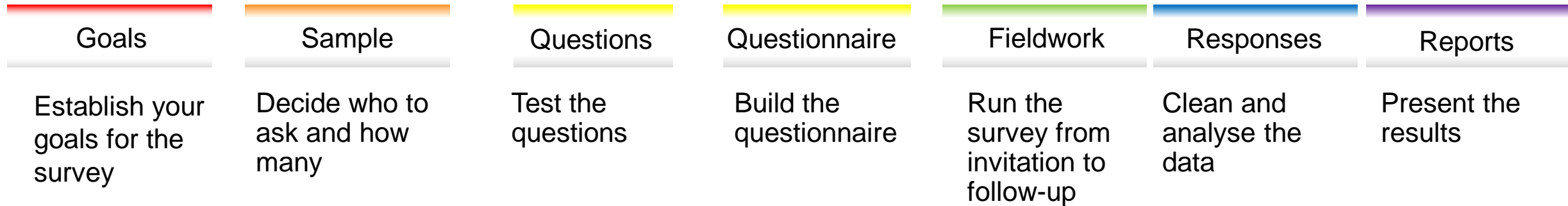
All the issues are connected



The process works through from goals to reports

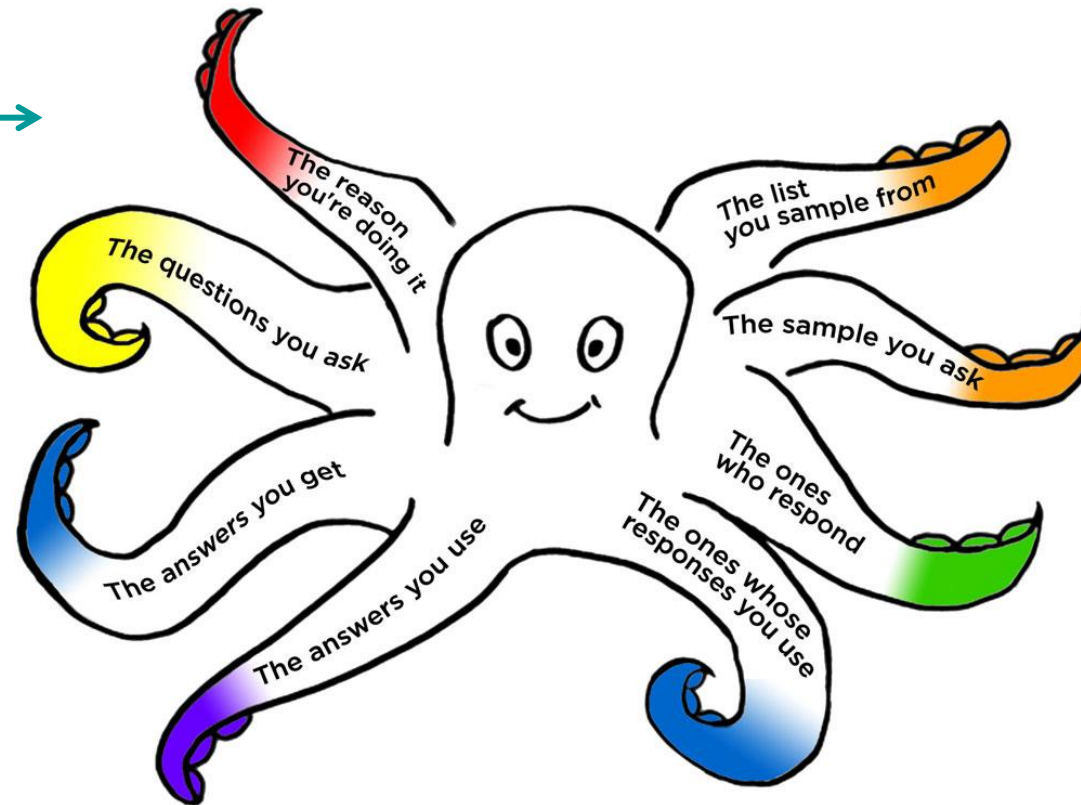


Here is my linear process for a survey

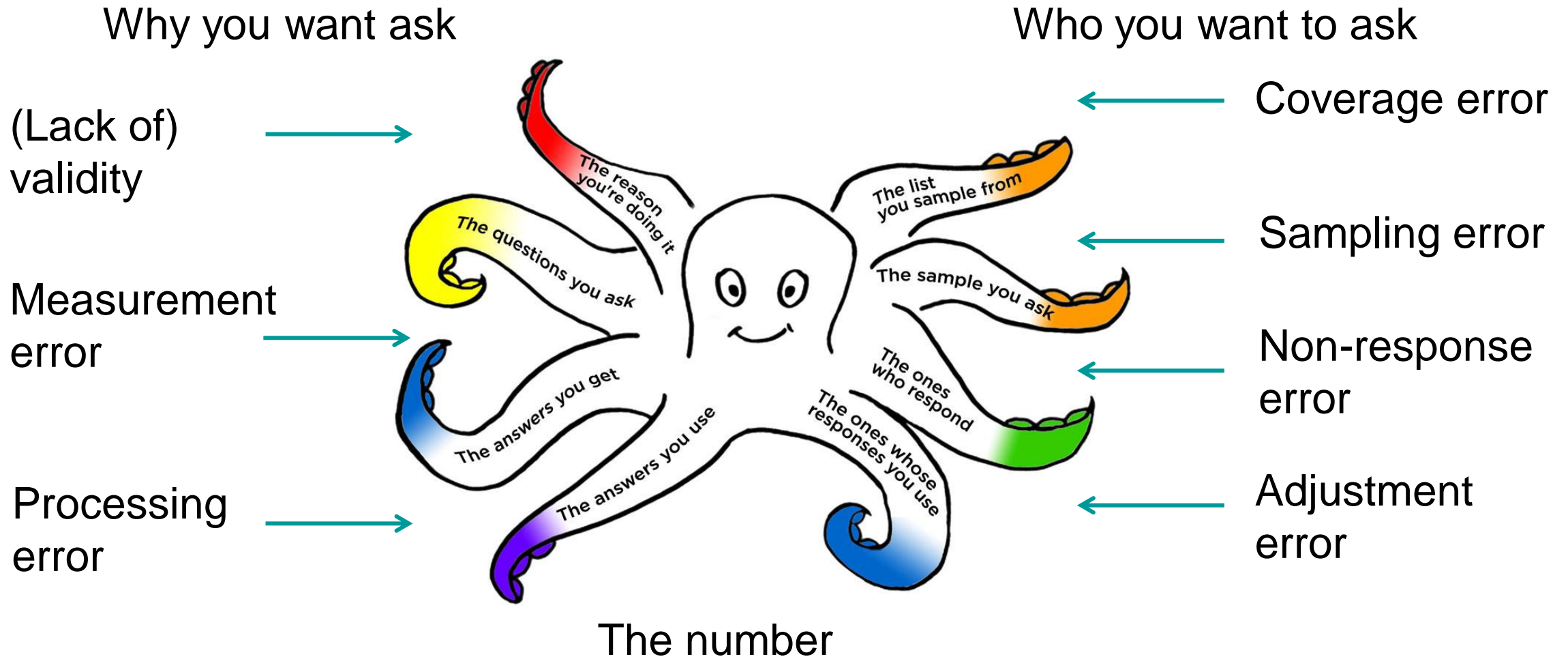


The questions must align with the reasons

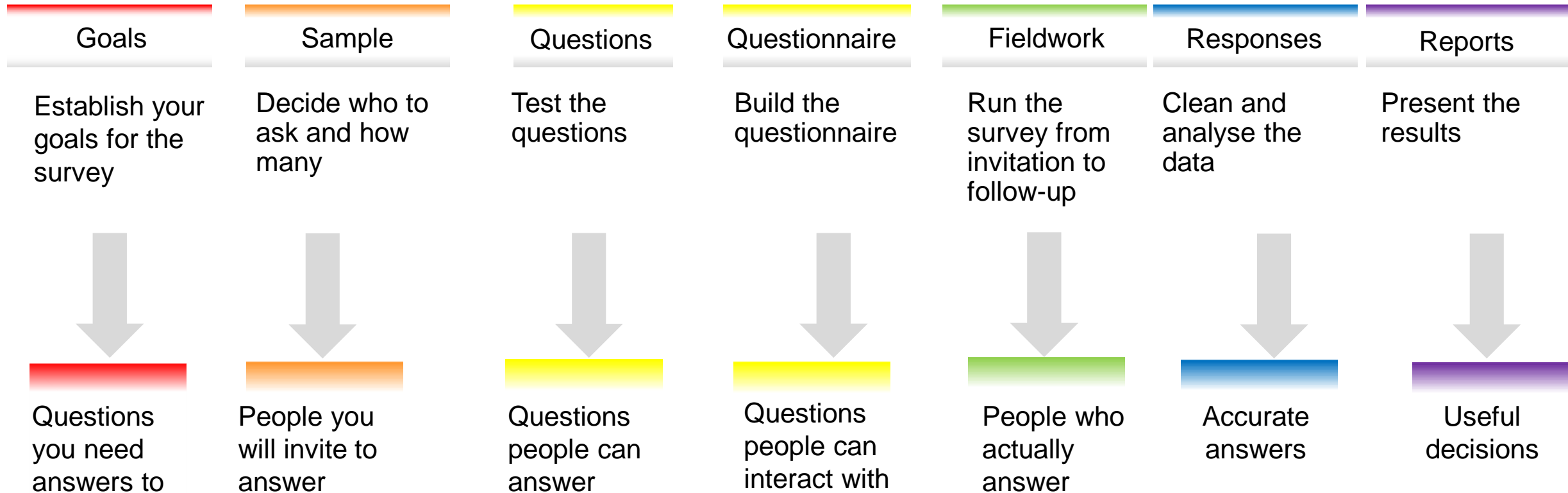
(Lack of)
validity



There are errors all around the Survey Octopus



To minimise Total Survey Error, do many things well



An example: I see so many recommend questions

Would you recommend us to
a friend or family member?

“Recommend to friend/family” can be OK

A shop selling clothes

What do you want to know?	Whether they will recommend
Why do you want to know?	To compare numbers over time
What number do you need to make a decision?	Some good reasons (investigate and fix problems) Some bad ones (punish staff)

“Recommend to friend/family” can be very strange

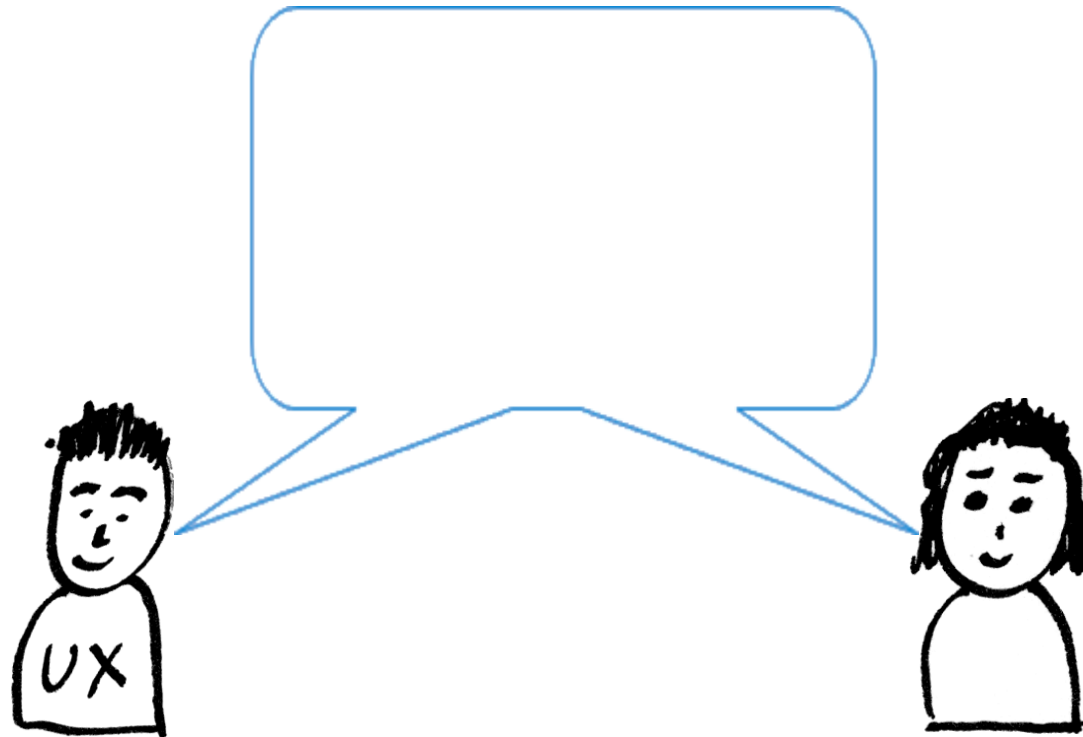
A shop selling clothes

A hospital ward

What do you want to know?	Whether they will recommend	????
Why do you want to know?	To compare numbers over time	Because someone said they had to ask
What number do you need to make a decision?	Some good reasons (investigate and fix problems) Some bad ones (punish staff)	???? What decision?

Takeaway

Test your questions by interviewing in context

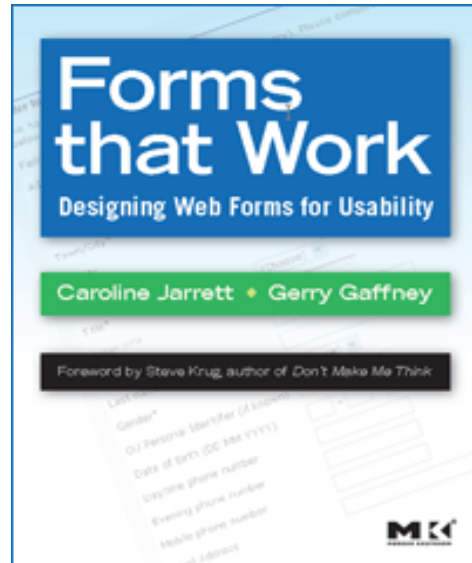


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SURVEYS THAT WORK

A Practical Guide for Designing Better Surveys

by **CAROLINE JARRETT**

Foreword by Steve Krug

 Rosenfeld