

# Workshop notes & resources

## Reasons for conducting a survey

- Strategic plan
- Marketing plan
- Budget justification
- Return on investment
- Grant writing, fundraising
- Capacity building
- Feasibility study
- Needs assessment
- Program planning
- Program evaluation
  
- Building customer/patron loyalty
- Identifying attractive prospects
- Focusing on high potential customers/patrons
- Predicting future usage patterns
- Improving return on investment
- Identifying new products and services

## **Introduction to survey research**

### **Questionnaire design**

- Ease of use
- Length
- Sensitivity
- Layout
- Pretesting and revision

### **Data collection**

- Target audience
- Sampling
- Incentives
- Confidentiality/anonymity

### **Method of administration**

- Paper-and-pencil (Self report, face-to-face, telephone)
- Electronic (e-mail)
- Online/Internet

### **Data analysis**

- Descriptive statistics
- Qualitative vs. quantitative data
- Coding

## **Reporting**

1. Title page
2. Table of contents
3. Introduction and objectives
4. Executive summary or highlights
5. Conclusions and recommendations
6. Complete findings of the study
7. Supporting charts and graphs
8. Appendixes

## **Questionnaire design**

### **Measurement**

Operational definition

- Attitude
- Behavior
- Intention
- Attributes
- Other characteristics
- Classification

## **Question content**

- Open-ended
- Dichotomous
- Multichotomous
- Scales

## **Structure**

- General to specific
- Question sequence
- Filters
- Skip patterns
- Length
  
- Introduction
- Body
- Note of thanks
- Referral for questions

## **Examples**

**The examples used in this presentation will be e-mailed out to participants in the live session, or available from a link from the archived session web page.**

# RESOURCES

***Survey Research Methods*** by Floyd Fowler (Sage Publications)

***Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*** by Don Dillman (Wiley)

**Research Methods Knowledge Base**

<http://www.socialresearchmethods.net/kb/survey.php>

**Writing Guide: Survey Research**

<http://writing.colostate.edu/guides/research/survey/>

**LRS Library User Surveys on the Web by Type of Library**

<http://www.lrs.org/usersurveys.php>

**Montana State Library Guidelines for Designing a Library Survey**

[http://msl.state.mt.us/For\\_Librarians/For\\_Public\\_Librarians/standards/PatronSurveys.doc](http://msl.state.mt.us/For_Librarians/For_Public_Librarians/standards/PatronSurveys.doc)