Introduction to Developing Surveys

Goals/ABET Criteria Addressed
Surveys are perhaps the most frequently used assessment method in higher education, yet attention to principles of good instrument design and research methodology are often neglected. The use of surveys enables institutions, colleges, and departments to obtain assessment information from students, alumni, and employers in an efficient manner. Surveys are especially relevant for gathering data on those ABET criteria which are more problematic to measure, such as understanding the impact of engineering solutions and the ability to engage in lifelong learning.

Presentation Format
This workshop will be primarily in interactive lecture format. Hands-on activity and time for questions will be included.

Session Summary
This session will give participants grounding in basic survey research methods: item and instrument design, sample selection, implementation methods and logistics, analysis, and report writing. Alumni, employer, graduating senior, and other relevant surveys will be covered. Participants are encouraged to bring surveys they would like to work on.

Key Words
designing questionnaires and surveys, survey research

Bibliography


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