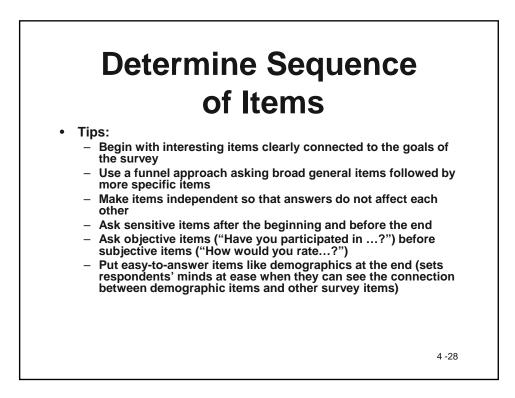
Critique Freshman Survey

 We designed the Old Dominion University Freshman Survey using

Determine Sequence of Items

- Organize items to create a smooth flowing survey
- Group items into logically coherent sections with smooth transitions between sections

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Determine Physical Characteristics of Survey

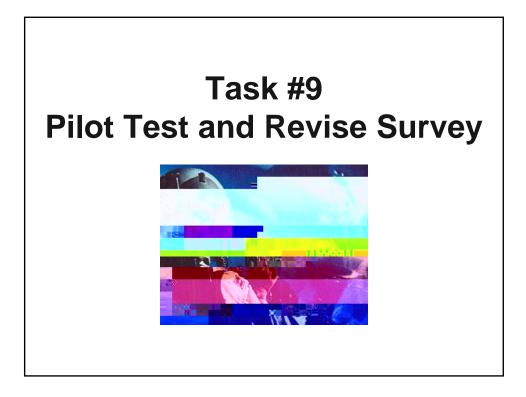
General format considerations

- Use study title on first page
- Include name, address, and phone number of researcher on survey and cover letter
- Make survey appealing to the eye
- Do not squeeze items onto the page
- Do not use small fonts to get more items on the page
- Provide brief clear instructions at beginning and each time they change

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ACPA 2002



Pilot Test and Revise the Survey

- Pilot test
 - Invite group of potential respondents to a meeting
 - Administer the cover letter and survey
 - Time them
 - Collect surveys to test data analysis procedures
 - Distribute a clean copy and lead a discussion critiquing the survey section by section
- Pilot test BOTH the survey AND methodology by mailing it out to a sample or calling respondents on

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Administer the Survey

- Write an inviting cover letter
 - Personal communication -- ask them to help you

Analyze the Data and Report the Results

- Answer the research questions
- Computer analyses
 - Frequencies and means
 - Crosstabulations
 - Scales -- Factor analyses
- Qualitative analyses (open-ended) – Emerging themes and trends
- How will the data be reported?
 - Narrative report+ tables
 - PowerPoint presentation
 - Executive summary
 - Different formats for different groups

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