



TEXAS A&M UNIVERSITY

COMMERCE

Pandora's Box:

An Intern's Exposure to Survey Research

Katy Patel
Institutional Research Intern
Department of Marketing & Business Analytics

Dr. Dan Su
Director of the Institutional Research

Dr. Shonda Gibson
Associate Provost, Institutional Effectiveness

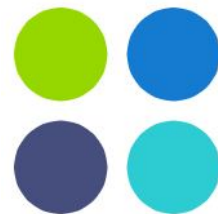
Introduction & Background

- Common issues with survey research
- Projects and purpose



Process to Learning Best Practices

- Literature Review
- Survey instruments comparison
- Adjusting to survey tool



qualtrics®

Project 1: Alumni Surveys

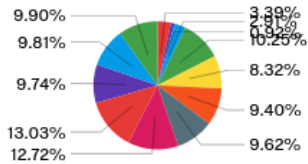
- Survey fatigue
- Relevancy
- Question Structure



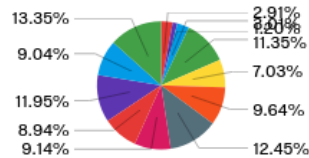
Why Less is More....

How many times have you seen each of these animals in person?

Never



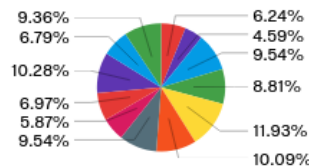
Once



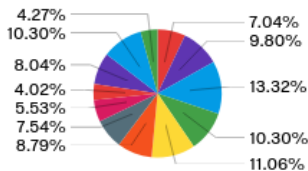
Twice



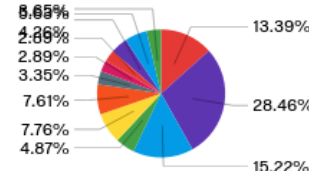
Three times



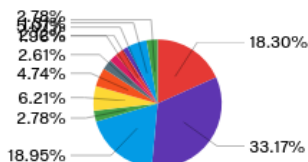
Four times



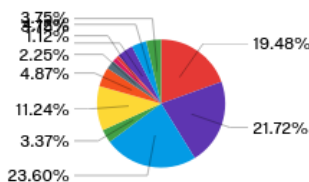
Five times



Six times



Seven or more times



- a. Dog
- b. Horse
- c. Bird
- d. Mouse
- e. Bunny
- f. Cow
- g. Snake
- h. Ferret
- i. Bear
- j. Monkey
- k. Cat
- l. Llama



Project 2: Core Alcohol & Drug Use

- Confidentiality
- Language
- Logic of Flow of Survey



Project 2: Core Alcohol & Drug Results

- Survey sent to all currently enrolled undergraduate students (N=7668)
- 700 responded (9%) within one week compared to 200-ish five years ago
- Increased response rate by 6.4%
 - Incentives
 - Reminder sent
- 84% completed the entire survey
- 16% partially completed the survey



IER Students are gaining transferable skills!



Questions?

References:

Gay, L. R., Mills, G. E., & Airasian, P. W. (2014). *Educational research: Competencies for analysis and applications* (10th ed.). Boston: Pearson.

Fowler , F. J., Jr. (2013). *Survey Research Methods Applied Social Research Methods* (5th ed.). Sage Publications.

