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PSDS 3100 B

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## User Research Survey Design

In [User Research: How Your Survey's Design Impacts Its Findings](#), Colleen Roller writes, "Once we understand how the design of a survey can influence respondents' behavior, we can leverage this important insight." This brief but informative reading will help you design a simple survey that is strategic to its goals.

**This is an individual assignment** to be sure you have read and weighed each of the simple but essential points found in this reading. Please submit a 1-2 page summation *that includes ideas as to how this reading might improve the approach you and your group will use designing questions for survey or interview purposes*. Share your ideas at the next group meeting.

**Name your file:** PSDS3100\_B\_SurveyD\_LastnameFirstInitial\_S19

THE PARTICIPANTS:  
WHO IS YOUR TARGET AUDIENCE?



THE SURVEY:  
SETTING GOALS FOR SUCCESS



THE QUESTIONS:  
GATHERING INSIGHTS, NOT DATA



Response:

In her article, “User Research: How Your Survey’s Design Impacts Its Findings,” the author Colleen Roller talks about types of survey questions after having taken one about her experience with trees. The questions were very confusing and she did not understand what they would be using her information for, specifically. The article includes constructing effective questions and properly structuring the survey. First, it shows how participants enjoy giving a response that is open because they can think freely rather than be limited. Second, the author provides a comparison between rating scales between -5 and 5 and 0 and 10 by showing how the negative number considers things that were not successful. Third, the order of the questions is important as well because a question might ‘color’ your mindset as you think about how to respond to subsequent questions. Fourth, we should be using phrases like, “compared to what you expected, how would you rate...” because it sets a standard for what the survey should be. Finally, the 4 main points of the article are important to consider because even minor changes in format or wording can result in differences in conclusions about our data.

Because the article focuses specifically on how the design of the set of response options can impact findings, I think that this information can be useful for our group project. In past projects, it could be difficult to compile data in a way that was useful to our study. For example, in one of my projects, we asked about critique in an open-ended way. We were able to pick out particular parts of what the subjects said and create a map. However, by reading this article, I’ve learned a few things that would help. We will be able to cut down on the “distortion of reality” that limited answers give. By studying bias in other classes, I understand how important the

consideration is. I think that in our project we should ask for open-ended answers so that we receive true stories of the way in which body image and make-up have an influence on our lives. By including the negative numbers, it gives the researcher an opportunity to see if they have truly made impactful mistakes. A 2 will not show that but rather an unsuccessful response. Coloring the subject's mindset is important because we can put our questions in such a way that the most simple question is at the top and it becomes more detailed at the bottom. I've never included an overall evaluation question in any of my surveys because I did not think about it. However, it is useful in case we want to send out multiple versions of our surveys and improve it each time. Therefore, I think my group will benefit because we are able to conduct our survey in a way that we will be able to receive quality, less biased data.