

**Arizona State University** 

## Ins and Outs of Different Survey Methods



Dr. Adam Carberry Associate Professor

# why complete a survey?

## **Motivations\***

- 1. interest
- 2. utility
- 3. civic responsibility
- 4. karma (survey developers only)
- 5. incentives

\* Framed by sponsorship, topic, and time to complete

## **Incentive Options**

- 1. nothing
- 2. prepaid monetary rewards\* included in the initial solicitation
- 3. rewards\* conditional upon return of the survey

\* monetary or non-monetary

# different approaches



- 1. Mail Paper & Pencil
- 2. Phone
- 3. Online
  - a. Email
  - **b. Social Media**



## Mail – Paper & Pencil

### Pros

- High likelihood of reaching the correct audience
- Easy to include prepaid payment
- No technology or technological literacy needed
- Personalization of invitation

- Response Rate
- Effort required to open, complete, and return
- Cost for paper, print and postage
- Environmental impact
- Ability to remind or followup



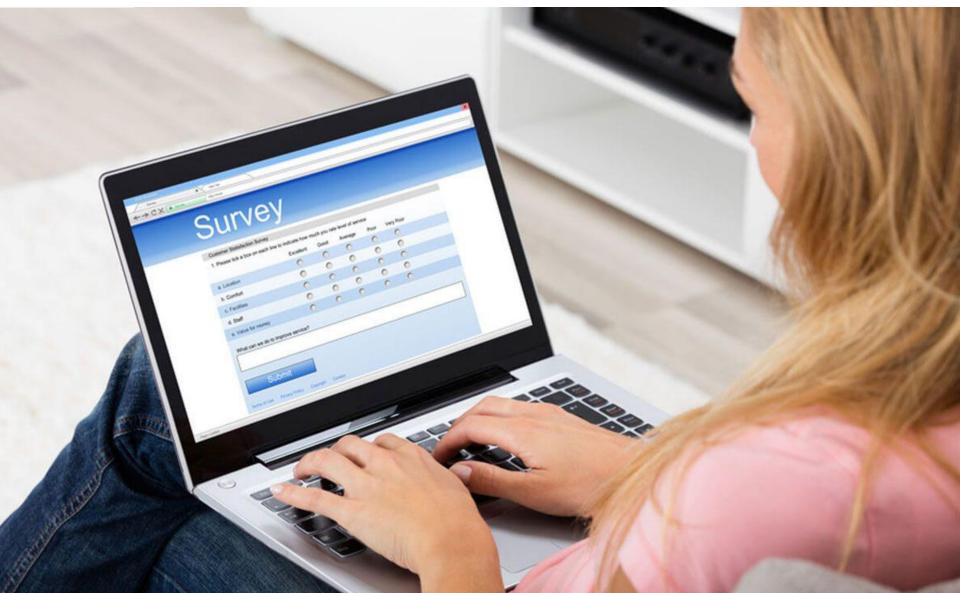
## Phone Call

#### Pros

- High guarantee of reaching the correct audience
- No advanced technology needed
- Provides a personal touch from the sponsor of the survey
- Ease in reminder requests

- Probability of phone being answered
- Time required by staff
- Phone service costs
- Requires a database of phone numbers







Customer Stat	Sur		
Planase bicks a b you rate level o you rate level o you rate level o you rate level o you rate level o you is location in the location is the	Excellent Excellent C C C C C C C C C C C C C		

## Email

### Pros

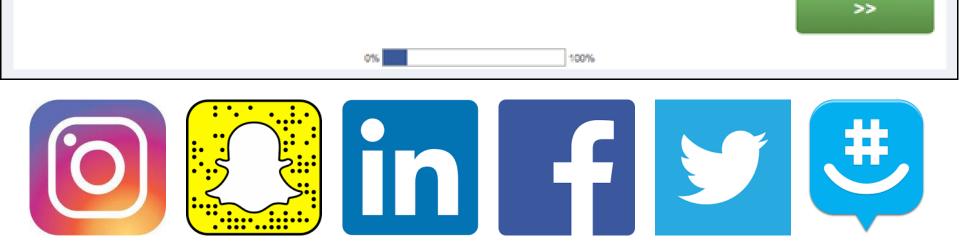
- Easy to distribute
- Easy to create
- Inexpensive (potentially free)
- Can be completed virtually anywhere
- Short response time
- Personalization
- Ability to send reminders

- Response rate (~30% is reasonable)
- Required technology
- Required technological literacy
- Requires a database of email addresses

## facebook

#### Overall, how satisfied are you with the stories in your News Feed?

- Very Dissatisfied
- Dissatisfied
- Neither Satisfied nor Dissatisfied
- Satisfied
- Very Satisfied



## **Social Media**

#### Pros

- Easy to distribute
- Easy to create
- Free
- Can be completed virtually anywhere
- Short response time
- Ability to send reminders

- Response rate (< 20% expected)</li>
- Reaching the correct
  audience
- Required technology
- Required technological literacy
- Membership
- Lack of personalization

## In conclusion...

- 1. no silver bullet
- costs and technology vary
- 3. incentives impact participation
- 4. design wisely
- select based on your goals





#### Adam Carberry adam.carberry@asu.edu