



# Surveys

## Patient Safety/Quality Improvement Multidisciplinary Conference

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Presented by: Tracy R. Nguyen, PhD

*Manager of Assessment and Evaluation, Years 3 & 4/GME*

# Agenda

- Surveys
  - Why Use Surveys
  - Introductory Statement
  - Two Basic Types of Survey Questions
  - Creating Questions
    - Open-Ended Questions
    - Close-Ended Questions
  - Resources

# Why Use Surveys

- Types of surveys
- Purpose
  - collect information directly from individuals
- Advantages and disadvantages of using surveys





# Introductory Statement

- Some Key Points for the Introductory Statement
  - **Who** you are
  - **What** – purpose of the study
  - **Why** the respondents were chosen
  - **When** – return deadline



# Two Basic Types of Survey Questions

- Open-ended
- Closed-ended

# Address One Concept

- Each question should address one concept

Poorly created question



Have you fallen within the last 12 months and did you have a previous fracture?

Yes  
 No

Revision that addresses one concept within the question stem



Have you fallen within the last 12 months?

Yes  
 No

# Confidential Information

- Recommend to group responses when collecting confidential information

Poorly created questions →

What is your annual salary?

What is your annual salary?

- 
- \$50,000 or less
  - \$50,000-60,000
  - \$60,000-70,000
  - \$70,000-80,000
  - \$80,000 or more

Revision that addresses one concept within the question stem →

What is your annual salary?

- less than \$25,000
- \$25,000-49,999
- \$50,000-74,999
- more than \$75,000



# Specify Measurement

- Identify the specific and same measurement within the question stem

Poorly created question



How tall are you?

Revision that addresses one concept within the question stem



How tall are you (ft and in)?

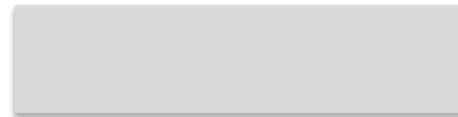




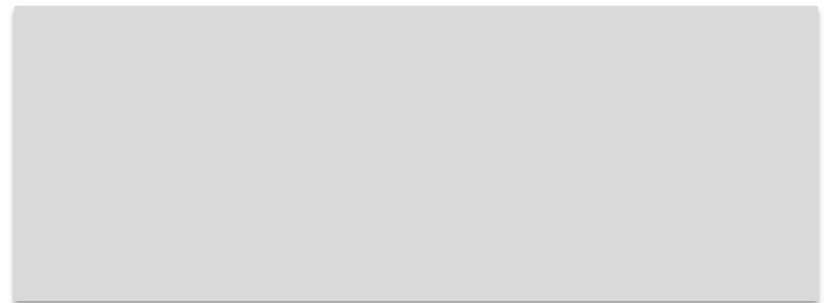
# Adequate Space for Responses

- Provide adequate space for respondents to completely answer the question

- Small text box  
(short text, number, date/time)



- Large text box  
(paragraph, list of items)





# Common Close-Ended Questions

- Yes/No

Did you review the recruitment website?

- Yes
- No

- True/False

# List Responses

- List Responses – checklist of responses or multiple choices

What activity do you most prefer for earning CEUs?  
(Check only one.)

- Formal lectures
- Hands-on exercises
- On-the-job experiences or consultations
- Patient/case studies
- Seminars/expert panels

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What activity do you most prefer for earning CEUs?  
(Check all that apply.)

- Formal lectures
- Hands-on exercises
- On-the-job experiences or consultations
- Patient/case studies
- Seminars/expert panels



# Ranking and Rating

- Ranking

**Rank each activity in the order of your preferences for earning CEUs.**  
**(1 = Most preferred, 5 = Least preferred)**

	1 = Most preferred	2	3	4	5 = Least preferred
Lecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monographs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Rating

**Rate the value to you of each of the following CEU delivery formats.**  
**(Rate all)**  
**1 = Preferred, 2 = Acceptable, 3 = Not preferred**

	1 = Preferred	2 = Acceptable	3 = Not Preferred
Lecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monographs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Likert Scale

- Likert Scale

Overall, how satisfied or dissatisfied are you with our new interview and recruitment process?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

- Likert Type Questions – Keys for their Successful Use
  - Allow for neutral response if possible
  - Provide balanced scales – with an equal number of positive and negative categories
  - Carefully evaluate if the survey questions may need “Not applicable” or “Unsure” “ Other response” as a response choice

## Likert-Type Scale Response Anchors

Citation:

Vagias, Wade M. (2006). *Likert-type scale response anchors*. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.

### Level of Acceptability

- 1 – Totally unacceptable
- 2 – Unacceptable
- 3 – Slightly unacceptable
- 4 – Neutral
- 5 – Slightly acceptable
- 6 – Acceptable
- 7 – Perfectly Acceptable

### Level of Appropriateness

- 1 – Absolutely inappropriate
- 2 – Inappropriate
- 3 – Slightly inappropriate
- 4 – Neutral
- 5 – Slightly appropriate
- 6 – Appropriate
- 7 – Absolutely appropriate

### Level of Importance

- 1 – Not at all important
- 2 – Low importance
- 3 – Slightly important
- 4 – Neutral
- 5 – Moderately important
- 6 – Very important
- 7 – Extremely important

### My beliefs

- 1 – Very untrue of what I believe
- 2 – Untrue of what I believe
- 3 – Somewhat untrue of what I believe
- 4 – Neutral
- 5 – Somewhat true of what I believe
- 6 – True of what I believe
- 7 – Very true of what I believe

### Priority:

- 1 – Not a priority
- 2 – Low priority
- 3 – Somewhat priority
- 4 – Neutral
- 5 – Moderate Priority
- 6 – High priority
- 7 – Essential priority

### Level of Concern

- 1 – not at all concerned
- 2 – Slightly concerned
- 3 – Somewhat concerned
- 4 – Moderately concerned
- 5 – Extremely concerned

### Level of Support/Opposition

- 1 – Strongly oppose
- 2 – Somewhat oppose
- 3 – neutral
- 4 – Somewhat favor
- 5 – Strongly favor

### Level of Probability

- 1 – Not probable
- 2 – Somewhat improbable
- 3 – Neutral
- 4 – Somewhat probable
- 5 – Very probable

### Level of Agreement

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Neither agree or disagree
- 4 – Agree
- 5 – Strongly agree

### Level of Desirability

- 1 – Very undesirable
- 2 – Undesirable
- 3 – neutral
- 4 – Desirable
- 5 – Very desirable

# Recommended Resources

- Books on Developing Surveys

Fink A. (2017). *How To Conduct Surveys A Step-By-Step Guide (6<sup>th</sup> ed)*. Los Angeles, CA: Sage Publications, Inc.

Forister J. G., & Blessing J. D. (2012). *Introduction to Research and Medical Literature for Health Professionals (3<sup>rd</sup> ed)*. Burlington, MA: Jones & Bartlett Learning, LLC.

- Likert-Type Scale Response Anchors

<https://www.uc.edu/content/dam/uc/sas/docs/Assessment/likert-type%20response%20anchors.pdf>

- Recommended data management and survey tool

REDCap (Research Electronic Data Capture) – Free through the UofA

**Contact:** Terry Smith

Specilist, Biomedical Informatics

REDCap Manager

[redcap@email.arizona.edu](mailto:redcap@email.arizona.edu)



# References

- Dillman D.A., Smyth J.D., & Christian L.M. (2009). *Internet, Mail and Mixed-Mode Surveys The Tailored Design Method (3<sup>rd</sup> ed)*. Hoboken, New Jersey: John Wiley & Sons, Inc.
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- Varias, W. M. (2000). *Likert-Type Scale Response Anchors*. Retrieved from <https://www.uc.edu/content/dam/uc/sas/docs/Assessment/likert-type%20response%20anchors.pdf>





# Thank you

Contact:

Dr. Richard Gerkin

[richard.gerkin@bannerhealth.com](mailto:richard.gerkin@bannerhealth.com)

Tracy R. Nguyen

[tracynguyen@email.arizona.edu](mailto:tracynguyen@email.arizona.edu)