**Study Goals:** Intended Use, Planned Statistical Analyses, Impact of Missing Data

**Setting:** Natural Vs. Contrived

**Subjects:** Disguised Vs. Non-disguised

**Data Collection/Survey Delivery:**

Human Vs. Mechanical Observation

Direct Vs. Indirect

Structured Vs. Non-structured

Target Response Rate

**Measures Used To Maximize Response Rate:**

Professional Production/Presentation

Incentives

Cover Letter or Flyer

Clear, Concise Instructions

Limited Number of Questions

Non-threatening First Question

Categorization of Questions

Varied Question Type

Convenient Return Mode

Follow-up Letters

**Anonymity & Confidentiality**

**Consultations**

**Wording Of Questions:**

No Intimidating Wording

Narrowed to One Dimension (Bit of Information)

All Possible Answers Accommodated

Mutually Exclusive Answer Options

Inclusion of Neutral Answers (e.g. Don’t Know, No Opinion)

Produces Variability in Answers

Does Not Presuppose A Certain State of Affairs

No Implied Answers

No Answers Dependant On Previous Question

Ranked Answers Limited To Five Items Or Less (No Importance Ranking)

**Order of Questions**

**Pre-notification Letters**

**Cover Letters**

**Sampling Method**

|  |  |  |
| --- | --- | --- |
| **Survey Design Tasks** | **Hours** | **Duration** |
| **Goal clarification** |  |  |
| **Study design** |  |  |
| **Selection of sample** |  |  |
| **Designing the questionnaire** |  |  |
| **Prepare cover letter or flyer** |  |  |
| **Conduct pilot test** |  |  |
| **Revise questionnaire (if necessary)** |  |  |
| **Printing time for questionnaire & cover letter/flyer** |  |  |
| **Locating the sample (if necessary)** |  |  |
| **Time in the mail & response time** |  |  |
| **Attempts to get non-respondents** |  |  |
| **Data entry and verification** |  |  |
| **Coding open-ended responses** |  |  |
| **Analyzing the data** |  |  |
| **Preparing the report** |  |  |
| **Printing & distribution of the report** |  |  |

**Team Leaders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**Team Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**Proposition: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Target Population: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Categorical Variables:**

**Focus Proportion #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Focus Proportion #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Quantitative Variable #1:** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Quantitative Variable #2:** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Categorical Variable Question #1:**

Within the target population of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (target population), what is the proportion of students who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (focus proportion)?

**Categorical Variable Question #2:**

Within the target population of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (target population), what is the proportion of students who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (focus proportion)?

**Quantitative Variable Question #3:**

Within the target population of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (target population), what is the mean number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (quantitative variable)?

**Quantitative Variable Question #4:**

Within the target population of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (target population), what is the mean number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (quantitative variable)?

**Cover Letter/Flyer:** A (cover letter, flyer) will be prepared to explain the purpose of the survey. This written material will (explain the intended purpose of the survey), (promote the need for such a survey), (provide instructions/clarifications), (provide deadlines for response), (describe incentives for participants), and (\_\_\_\_\_\_\_\_\_\_\_\_). (Choose all that apply – Hint they all should apply in this case.)

**Proposed Setting of Data Collection:**

Data will be (directly; indirectly) gathered in a **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (natural; contrived) setting for the target population of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (target population), **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (Describe the location and time where interviews/surveys will be conducted).The survey will be (disguised; non-disguised), so subjects (will be aware; will not be aware) of the data collection process. The subjects will (be; not be) anonymous. All responses will (be; not be) confidential.

**Proposed Sampling Method:**

A (random; stratified random; systematic; cluster) sample has been chosen for this survey. (Add the following clauses that apply.) {The population will be divided into (#) homogeneous strata), (list strata.)} ; {(The population is divided into (#) heterogeneous clusters, (list clusters.)} ; {A census for the target population was available with all subjects listed in a random order, not alphabetical.}

**Random Selection Of Subjects From Target Population:**

Random selection of (subjects; clusters; subjects within each strata) will be conducted. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (Describe the random selection process in a couple sentences. Basically explain how you will insure every member of the population is equally likely to be chosen for your survey.) The following measures will be implemented to insure that all members of the population are equally likely to be chosen for the survey. (List measures as bullet points below)

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Target Response Rate:**

**\_\_\_\_\_\_\_%;** The response rate should be positively influenced by **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,** and **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** . (Choose three from the list provided on the “Concepts and Terms” page).

**Proposed Data Gathering Methods:**

(Human; Mechanical) collection has been chosen. {The interviewer will verbally ask the subject each question, and carefully record responses on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Describe how/where responses will be recorded).} ; OR {The survey taker will provide each subject a copy of the questionnaire and response sheet. Upon submission of each response sheet, the survey taker will briefly review it for oversights without the knowledge of the participant. All response sheets will be stored in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Describe storage device). }

**Proposed Statistical Procedures:**  (Choose the procedures that apply to your study.)

Planned inference procedures include (estimates of population means and proportions using confidence intervals), (and) (one-sample tests of significance to determine if statistically significant evidence exists to determine if population means and proportions are above or below certain threshold levels).

**Potential Sources of Bias/Proposed Mitigation Measures:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Type of bias**); \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Briefly describe mitigation measures taken to avoid this source of bias**)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Type of bias**); \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Briefly describe mitigation measures taken to avoid this source of bias**)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Type of bias**); \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Briefly describe mitigation measures taken to avoid this source of bias**)**

**Proposed Pilot Test:**

A pilot test of (#) subjects will identify unforeseen bias in the wording of the questions, and any other survey design modifications that may be required to insure all three inference conditions have been met.