Pandora’s Box: An Intern’s Exposure to Survey Research

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Introduction & Background

- Common issues with survey research
- Projects and purpose
Process to Learning Best Practices

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

- Dog
- Horse
- Bird
- Mouse
- Bunny
- Cow
- Snake
- Bear
- Monkey
- Llama
- Ferret
- Cat
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: