

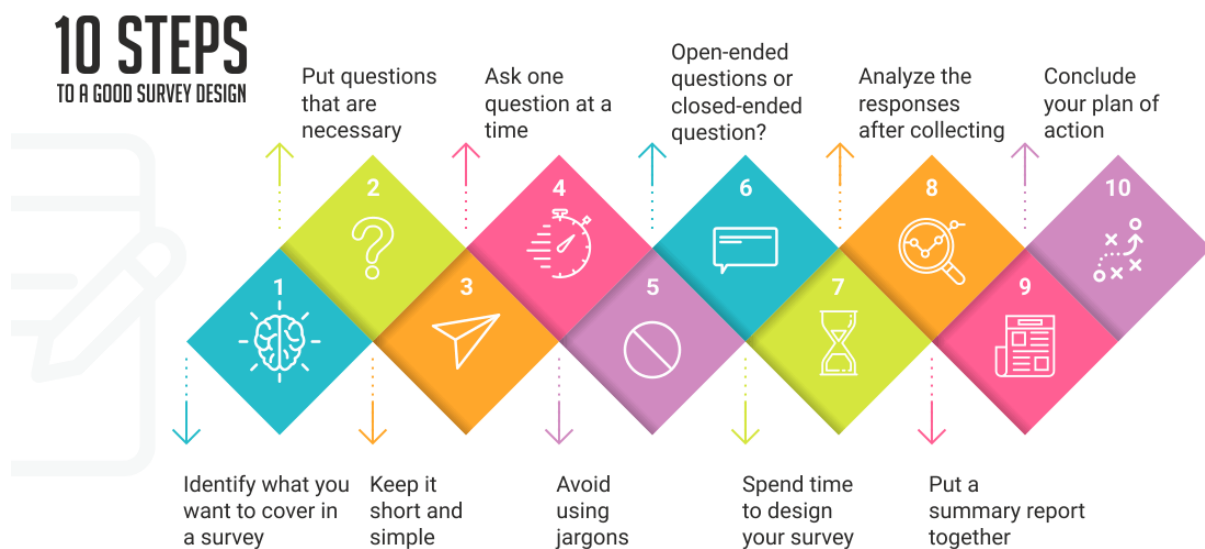
Surveys// You need to **collect** quantitative data from people by giving them a questionnaire and by analysing their answers.

Prepare a survey

1. Decide **who** are the people of your study and how many of them you plan to work with.
2. Define your **goals**: What do you want to know from these people?
3. **Plan** your survey: Will it be online, with an app such as 问卷星, or will you print it?

Prepare the questions

1. Keep the survey **short** and **simple**. Write down all potential questions and choose 10 to 15 questions.
2. Be **clear** about the intent, the survey's topic. Make your questions clear.
3. Decide how many **open ended questions** and **close ended questions** are needed.
4. Start with **demographic questions** if that is relevant to your research: age, gender, situation, etc.
5. Think about the **question precision**. It is fairly common to use a **five-point scale**: (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree (5) Strongly agree
6. **Beta test**. Test your questions with someone to see if they make sense individually and altogether.



Survey analysis

1. Analyse the answers of the respondents to your questionnaire, look for similarities/differences.
2. Use a graph or chart to visualise the results of your analysis.
3. What do you conclude? What can you learn from this study?