## Guidelines for Conducting a Survey


| Create the Survey | Always begin with a space to include background information. This should include age, gender, nationality, occupation/major, and any other questions that may be relevant to your study.  
| Decide what kind of information you want to collect. Do you want quick, objective, easily organizable data? Then use multiple choice questions. Do you want deep, thoughtful answers that show why people answer in a certain way? Then use open-ended questions.  
| For this project, use at least one multiple choice question and at least one open-ended question, so that you get practice with both types. |

| Pilot the Survey | Test your survey questions on two or three people: your classmates, your roommates, your sister, or your best friend. Let them talk to you while they take the survey. Notice anything that is confusing for them.  
| If they don’t understand the question or they give you strange answers, revise the questions so that they are more clear. |

| Distribute the Survey | Decide how you will collect data: in person? Try standing outside public buildings, like the main library, the Bread Garden, or the IMU. Online? Try spreading the word on social media or email, by using a link to an online survey tool like SurveyMonkey. |

| Analyze the Survey Data | Give each survey a number so it will be easy to organize them and so you don’t have to use the person’s name  
| For your objective questions (like multiple choice), count the answers and record the totals as a percentage. You may want to record a separate total for each group. For example, “65% of people under the age of 30 indicated that they have shopped online. However, only 35% of people over the age of 30 have shopped online.” If you are dealing with a lot of different numbers, it might be easiest for you to use an Excel spreadsheet.  
| For the open-ended questions, look for patterns in the data. Notice if different people use the same word in their answer (like “freedom” or “money”). Try to look for common themes. Then count people with similar answers and record their totals as a percentage. You may want to record a separate total for each group. For example, “40% of respondents supported their opinion by citing a personal experience. 30% supported their opinion by mentioning some facts they had read or learned in class, and 30% didn’t offer specific support for their opinion at all.”  
| The main difference between multiple choice questions and open-ended questions is that, for multiple choice questions, you already know the possible categories for each answer. For open-ended questions, you will create the categories AFTER you analyze the data. The answers may surprise you. |
Survey Example

Background questions:

1. What is your gender?
2. How many siblings do you have?
   a. 0
   b. 1
   c. 2
   d. more than 2
3. How old are you?

Survey Questions:

1. How often do you restrain yourself from saying what you think in order to protect others' feelings?

2. How many times a week do you share your food or snacks with someone?

3. If you and your friends like the same clothes, but it is the only one, will you buy for yourself or give it to your friends?
   a. Buy it for myself
   b. Give it to friends

4. If you can get 1 million dollars, but you have to hurt your friends, would you do that?
   a. Yes
   b. No

5. When your friends achieve good results, will you feel jealous of their success?
   a. Yes
   b. No
Survey Example

Background Questions

Age:
Gender:
Occupation:
Nationality:

The captain of a ship, his first mate, a sailor and the cabin boy, -an orphan of 17 years old, survived their ship’s sinking in the South Atlantic Ocean. They were stranded at sea in a small lifeboat far away from land without any water or food. One week after, they were still alive, but violently thirsty and starving. One of the four man drank sea water and become ill. Three days later, he was really weak and it seems he would probably die. One of the men proposed to kill the sick one in order to safe their lives. From the other two men, one agreed and the other disagree. They finally killed him and ate from his body for four days until they were rescued.

Once back in their country, the three men went to court. Two of them confessed killing the sick man in order to save their lives. They declared that he was already dying, so they just accelerated the process. The third man confessed that, even if he did not agree with killing the man, he ate from him to stay alive.

1) Do you think it would be acceptable to kill the sick man in order to use his body and blood to feed the other’s three mans and save their lives?
   a. Yes
   b. No
   c. I don’t know.

2) Do you think that the two men who killed the sick man should go to jail?
   a. Yes
   b. No
   c. I don’t know.

3) Do you think that the third men, the one who did not agree with the killing but ate from the body should go to jail?
   a. Yes
   b. No
   c. I don’t know.

4) Do you think that it would been important for your opinion to know that the man they killed was the only one who did not have a family?
   a. Yes
   b. No
   c. I don’t know.

5) Please explain why you answered the questions above in the way that you did.