

# Survey

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# Survey



**A survey may be defined as a collection of information from all individuals or a sample of individuals chosen to be representative of the population from which they are drawn**

# Types of information collected by survey

- **Mortality**
- **Detailed risk factors or behavioral information**
- **Knowledge, attitudes, and practices**
- **Physical signs (paralysis, splenomegaly, malnutrition)**
- **Serological or laboratory tests**

# Characteristics of survey

- **representative if sample chosen correctly**
- **Single point in time –snapshot**
- **Provide more in depth information than surveillance**
- **Usually performed by a limited number of personnel specially trained to perform surveys**
- **Can sometimes be expensive, time consuming to perform**
- **Cannot be used to monitor change unless repeated at a later time therefore may be better for situational analysis than for ongoing monitoring of a problem or a programme**

# When to do a survey

- **When accurate population-based data are needed to determine the magnitude of the problem**
- **When more detailed or recent information is needed than is available from record review or surveillance (demography, examination, laboratory)**
- **When information is needed on health problems that may not routinely be seen by health providers.**
- **When information is needed on health behaviors or health knowledge and attitudes not routinely available through existing mechanisms**

# Survey

## Key Concepts of survey design:

1. Primary data
2. Communication
3. Sample
4. Representative

# TYPE OF MEASUREMENT

- *Attitudes*: What people feel
- *Knowledge*: What people know
- *Beliefs*: What people think is true: their beliefs
- *Behaviours*: What people do or have done
- *Evaluation*: Peoples perception of thing

# Classifying Survey Research Methods

1. By method of communication.
  - a) Personal Interviews
  - b) Telephone interviews
  - c) Self-administered interviews
2. By degree of structure and disguise. تمويه.
  - a) Structured disguised
  - b) Structured undisguised
  - c) Unstructured disguised
  - d) Unstructured undisguised
3. By time frame (Temporal classification).
  - a) Cross-sectional surveys
  - b) Longitudinal surveys

# Classifying Survey Research Methods

- Disguised (indirect): **When the purpose of the data collection is not told to the respondents and asked in indirect manner**
- Undisguised (direct): purpose of data collection is known to respondents
- Structured : close ended questions
- Unstructured: open ended questions

# Temporal Classification of Survey Research

- 1. *Cross-sectional studies:*** studies in which various segments of a population are sampled and data collected at a single point in time.
- 2. *Longitudinal studies:*** studies in which data are collected at different points in time

# Survey

- **Focus on personal and demographic characteristics, illness and health related habits**
- **These surveys may also examine frequencies of disease and other characteristics may be examined in relation to age, sex, location, education, etc**

# Range of uses of survey

## Target groups:

### 1. Patients

Examples of topics of interest:

Need for services

Satisfaction with care given

Side effects of care

Compliance with therapy

Quality of life

Health behaviour and beliefs

# Range of uses of survey

## 2. Health professionals

Examples of topics of interest:

Knowledge and experience

Activities undertaken

Attitudes to the provision of care

Sources of stress and dissatisfaction

Educational needs

# Range of uses of survey

## 3. Relatives and carers

Examples of topics of interest:

Understanding of illness and its treatment

Satisfaction with information given

Knowledge of available support services

Attitudes to and stresses of caring

# Range of uses of survey

## 4. General public and selected subgroups

Examples of topics of interest:

Morbidity

Quality of life

Unmet need for services

Access to services

Use of preventive services

Health behaviour and beliefs

# Range of uses of survey

Target groups:

## 5. Health care facilities

Examples of topics of interest:

Availability of equipment

Staffing levels

Training and experience of staff

Extent of provision of services

Nature of service organisation

# Align your measure with your theoretical orientation

- Good survey measures must be grounded on sound theory and conceptual definitions

Examples:

- Health Belief Model
- Illness behaviour model

# ADVANTAGES OF SURVEYS

1. Can complete structured questions with many stakeholders within a **relatively short time frame**.
2. Can be completed by **telephone, mail, fax, or in-person**.
3. It is **quantifiable and generalizable** to an entire population if the population is sampled appropriately.
4. Standardized, structured questionnaire **minimizes interviewer bias**.

# ADVANTAGES OF SURVEYS

(Cont'd)

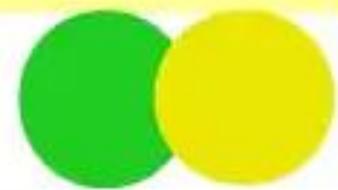
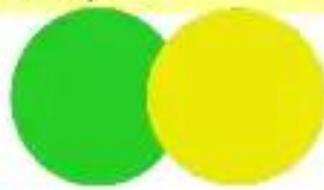
6. Tremendous volume of information can be collected in short period of time.
7. Speed: faster data collection than other methods
8. Cost: relatively inexpensive data collection
9. Accuracy
10. Efficiency: measured as a ration of accuracy to cost, surveys are generally very efficient data collection methods

# DISADVANTAGES OF SURVEYS

1. More difficult to collect a comprehensive understanding of respondents' perspective (in-depth information) compared to in-depth interviews or focus groups.
2. Survey error: Potentially large sources of error in surveys
3. Communication Problems - Each of the different communication survey methods has its own unique problems.

# Steps in Survey Research

- The **focus of study** in survey is called **unit of analysis**
- Group of **persons that is focus of the study** is called **target population**.
- 4 basic ways to collect **data survey** (**direct to group, email, telephone, personal interview**)
- Sample to be surveyed should be selected randomly if possible.
- Types of tools used (**questionnaire and interview schedule**)



# Survey design

1. Why have you chosen to conduct a survey? What did you want to learn from the results and/or what decisions need to be made from the results? Clearly write down your survey research questions.
2. When considering you want to do this survey? Be very specific
3. Focus on the 'need' to know, not the 'nice' to know  
Does your reasoning fit the uses of surveys?  
If not, perhaps you should consider a different method.

# Survey design

## 4. WHO ARE THE STAKEHOLDERS?

- Stakeholders are all those individuals who would have an interest in the questions you are asking and the results obtained (i.e. Stakeholders of the screening program/ service/medication)

# Survey design

## 5. WHO IS THE POPULATION OF INTEREST?

Describe the population you are interested in surveying:

- What is their demographics (age, gender, ethnicity)?
- Where do they live?
- Are they all very similar or are there unique differences?
- Are you interested in any sub-groups of this population?
- Determining the characteristics of your population of interest gives you some indication of:
  - I. How you can get a sample of respondents
  - II. Whether you need to set quotas for subgroups
  - III. How many people you would need to survey.

# Survey design

## **6. What is the best way to reach them?**

What is the best way to communicate with them?

Medium (phone, fax, mail, e-mail)

Time of day

Time of week

# 6 Rules for Writing Successful Survey Questions

1- Check Your Grammar

2- Use Familiar Words

3- Ask Only What's Necessary

4- Keep Things Simple

5- **Avoid Force** (Don't make respondents choose an answer just because a better one doesn't exist. This might mean you offer a "None of the Above" and/or "Other" option).

6- **Check Your Bias** (Think about how your wording could unintentionally lead respondents to certain answers).

# Examples

✗ *When was that special occasion when you took your offspring to an ambulatory facility for anthropometrics assessment?*

✓ *When was the last time you took your child to the clinic to be weighted and measured?*

✗ *Don't you think that people should not smoke? (double -ve)*

✓ *In your opinion, do you think people should smoke?*

# Summary of steps used in questionnaire design

a. Consider the following questions:

" What do I need to know?

" How will the information be used?

" Is a questionnaire the best way to collect the information I need?

" Who do I need to get the information from?

b. Consult with partners and community members (e.g., focus group)

c. Draft and pilot test the questionnaire

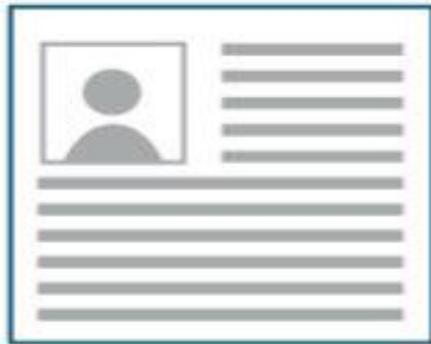
# A pilot test

- Is an evaluation of the specific questions, format, question sequence and instructions prior to use in the main survey.
- Pilot testing is a crucial step in conducting a survey. Can avoid costly errors.

## Questions answered by the pilot test include:

- Is each of the questions measuring what it is intended to measure?
- Are questions interpreted in a similar way by all respondents?
- Do close-ended questions have a response which applies to all respondents?
- Are the questions clear and understandable?
- Is the questionnaire too long?
- How long does the questionnaire take to complete?
- Are the questions obtaining responses for all the different response categories or does everyone respond the same?

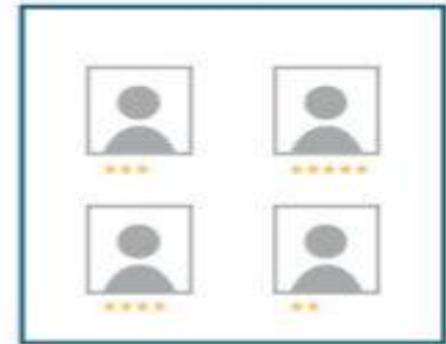
# Development of a pilot test



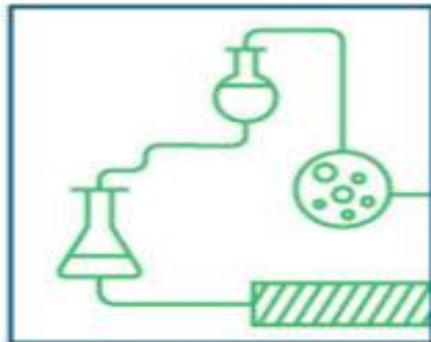
1. DEFINE APPROACH



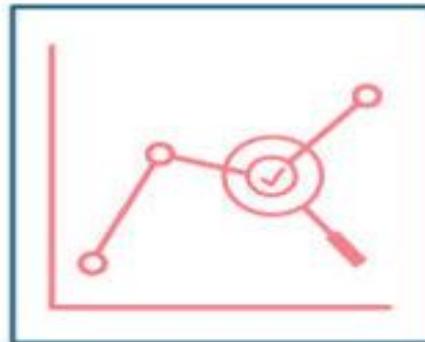
2. PILOT TEST DESIGN



3. RECRUIT PARTICIPANTS



4. EXECUTE RESEARCH



5. ANALYZE OUTPUTS



6. REPORT ON FINDINGS

# Survey design: summary

- Describe the group of interest
- Obtain a list of possible participants
- Decide on sample size
- Select the method sampling





# Pre Employment Medical Questionnaire

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Post applied for \_\_\_\_\_ Place of Work \_\_\_\_\_

School Contact Name \_\_\_\_\_

Have you worked for HCC before? Yes  No

Occupational Health may contact you to request further details.

Please answer all of the following questions.

		YES	NO	DON'T KNOW
1	Have you been absent from work or education in the last 2 years due to sickness? State total number of days.....			
2	Have you <u>ever</u> left or retired from a job for medical reasons?			
3	Have you <u>ever</u> had any illness that may have been caused by or made worse by your work?			
4	Do you consider yourself to have a disability? If yes and you feel that you need any adjustments or modifications to do the job for which you have applied, please give details below.			
5	Have you seen any doctor in the last 2 years for any kind of health problem?			
6	Are you having any treatment or investigations of any kind at the moment?			
7	Are you waiting for any treatment or investigation?			
8	Do you have any eyesight problems not corrected by glasses?			
9	Do you have any hearing problems not corrected with a hearing aid?			
10	Do you have any difficulty in standing, bending, lifting or any other movements? If yes, please give details overleaf.			
11	Have you ever had any back, shoulder, arm, and wrist or neck pain lasting more than 3 days? If yes, please give details overleaf.			
12	Have you ever had any problem with your joints, including pain, swelling or stiffness? If yes, please give details overleaf.			
13	Have you ever had any mental illness or psychological problems, including depression, anxiety, schizophrenia or self-harm? If yes, please give details overleaf.			
14	Do you have any digestive problems?			
15	Have you ever had any drug or alcohol related problems?			
16	Have you ever had seizures, epilepsy, blackouts, sudden unexplained dizziness or loss of consciousness?			

## Types of questions

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There are two main types

- **Structured** (Closed responses) – use when the response falls into easily defined categories. Rating scales are structured questions too.
- **Unstructured** (Open responses) – use when the responses could be quite varied and you can't decide what the responses might be.



**Thank you**