

# Surveying time!

Village Myth Busters

## What's that?

- ▶ A survey is an examination of opinions, behaviour, etc. For example, by interviewing or asking people questions.

# What kind of questions?

- ▶ The bulk of them should be closed ones (choosing an answer from a list)
- ▶ It may include open questions, but there shouldn't be too many (as those will be difficult to work on later).

# Closed questions?

- ▶ Closed questions require the researcher to have thought about the possible answers in advance.
- ▶ The options given in the survey should include all the most likely answers. (Tip: include an “Other” option).
- ▶ The answers should fit in one and never more than one option.
- ▶ Tip: try to think as the interviewed person will.

# OK, now I know how to do closed questions. What else?

1

**Make clear** the point of the survey and try to include only the right questions

Unnecessary ones should be avoided

2

**Keep the survey short**

3

**Never overestimate** the public, specially when there is a language barrier.

Keep the lingo simple & be ready to explain

# Let's start. Key info:

- ▶ Where: In the city centre.
- ▶ When:
- ▶ For how long: About four minutes should be the maximum. You can try your design with your mates to check how long does it take.
- ▶ How many questions: As less as possible.