



SCHOOL-BASED YOUTH PARTICIPATORY ACTION RESEARCH

SURVEY BASICS AND PROTOCOL DEVELOPMENT

SchYPAR PowerPoint Link:

 Survey Basics and Protocol Development

Lesson adapted from:

LEARNING STANDARDS

Lesson Description:

Collaborators will learn about quantitative research and its application in conducting surveys. They will understand the basics of surveys, including the importance of clear and unbiased questions, survey design considerations, and ethical considerations when conducting surveys. By the end of the lesson, students will be equipped with the knowledge to develop a survey protocol for their YPAR projects.

YPAR Learning Standard:

- Define quantitative research and understand its role in YPAR projects.
- Explain the purpose and benefits of using surveys as a data collection method.
- Identify key considerations in survey design and question formulation.
- Develop a basic survey protocol for their YPAR projects.

MATERIALS



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- ☐ Process journal
 - ☐ Pencils/Pens
 - ☐ Display screen
 - ☐ White board or butcher paper

LESSON (20 minutes)

Introduction

Note on the structure of the lessons: The lessons situate the teacher as the leader or facilitator, but feel free to engage students as leaders/facilitators in preparing the lesson or the lesson itself. You can rotate students to be co-leaders/facilitators throughout the various sessions. They can co-lead with you by preparing beforehand a “mini-lesson” on one of the topics or guiding the conversations during group discussions. We are working on structuring these lesson plans, which engage all research collaborators in the teaching/learning process.

Importance of Surveys (5 minutes)

Discuss the purpose of surveys as a data collection method. Emphasize that surveys are an efficient way to gather information from a large number of respondents and can help in understanding the perspectives and experiences of a diverse group of people. Highlight the benefits of using surveys in YPAR projects, such as obtaining quantitative data to support qualitative findings and informing evidence-based decision-making.

Ethical Considerations in Survey Research (5 minutes)



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Discuss ethical considerations when conducting surveys, such as ensuring informed consent from participants, maintaining confidentiality, and protecting respondents' privacy. Emphasize the importance of respecting participants' rights and dignity throughout the survey process.

Activity - Developing a Survey Protocol (5 minutes)

1. Guide the students in forming small groups, each representing a different YPAR project topic.
2. Facilitate a discussion within each group to determine the appropriate survey design, question types, and target audience for their YPAR project. (see handout)
3. Encourage the students to consider the ethical considerations discussed and incorporate them into their survey protocol.

Survey Design Considerations (10 minutes)

Explain the importance of clear and unbiased questions in surveys. Discuss how leading or biased questions can influence respondents' answers and compromise the survey's validity.

Present guidelines for designing effective survey questions:

- Keep questions simple and straightforward.
- Avoid jargon and technical language.
- Use neutral language to minimize bias.
- Provide appropriate response options (e.g., multiple-choice, Likert scale, open-ended).

Provide examples of well-structured and poorly-structured survey questions.

Well-Structured Survey Question:

Well-Structured: "On a scale of 1 to 5, how satisfied are you with the customer service provided by our company?"

- This question is well-structured as it is clear and straightforward, provides a defined scale for responses (1 to 5), and addresses a specific aspect of the customer's experience (customer service satisfaction).

Poorly-Structured Survey Question:

Poorly-Structured: "Don't you think our customer service is great?"

- This question is poorly structured because it is leading and biased. The use of the word "great" suggests a positive response, which can influence respondents to answer in a specific way, potentially inflating the results.

Well-Structured Survey Question:

2. **Well-Structured:** "What age group do you belong to?"

- This question is well-structured as it is clear and offers distinct response options (e.g., age groups) to choose from, making it easier for respondents to provide accurate answers.

Poorly-Structured Survey Question:

2. **Poorly-Structured:** "Are you young, middle-aged, or old?"

- This question is poorly structured because it uses vague and subjective terms ("young," "middle-aged," "old") without providing specific age ranges. Different people may interpret these terms differently, leading to inconsistent and unreliable data.

Well-Structured Survey Question:

3. Well-Structured: "Please rank the following factors in order of importance when choosing a restaurant: Price, Food Quality, Ambiance, Location."

- This question is well-structured as it provides a clear instruction to rank the listed factors in order of importance, allowing respondents to prioritize their preferences effectively.

Poorly-Structured Survey Question:

3. Poorly-Structured: "What do you like best about restaurants?"

- This question is poorly structured because it is open-ended and lacks specific factors to choose from. Respondents may provide varied responses, making it challenging to analyze and compare the data effectively.

Well-Structured Survey Question:

4. Well-Structured: "Have you used our mobile app in the last month?"

- This question is well-structured as it asks for a specific yes or no response regarding app usage within a defined timeframe (the last month).

Poorly-Structured Survey Question:

4. Poorly-Structured: "How often do you use our mobile app?"

- This question is poorly structured because it lacks clear response options (e.g., daily, weekly, monthly) and does not specify the time frame under consideration, leading to ambiguous and less informative responses.



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Well-Structured Survey Question:

5. Well-Structured: "What suggestions do you have for improving our community park?"

- This question is well-structured as it is open-ended and invites respondents to share their specific suggestions for improvement, allowing for diverse and valuable feedback.

Poorly-Structured Survey Question:

5. Poorly-Structured: "Do you like the community park?"

- This question is poorly structured because it is a closed-ended question that only allows for a "yes" or "no" response. It does not provide the opportunity for respondents to elaborate on their opinions or offer suggestions for improvement.

SUMMARY (10 Minutes)

1. Summarize the main points covered in the lesson: the basics of surveys, the importance of clear and unbiased questions, survey design considerations, and ethical considerations in survey research.
2. Reinforce the value of using quantitative data through surveys to complement qualitative findings in YPAR projects.
3. Explain the learning standard (if you haven't already) by explicitly sharing how they relate to their learning in the class:
 - a. Define quantitative research and understand its role in YPAR projects.
 - b. Explain the purpose and benefits of using surveys as a data collection method.



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- c. Identify key considerations in survey design and question formulation.
 - d. Develop a basic survey protocol for their YPAR projects.
4. **Take-home assignment (in process journal):** Work on survey questions.

For assessment, the students will present their developed survey protocols to the class. Evaluate their protocols based on the following criteria:

- Clarity and appropriateness of the research questions addressed in the survey.
- Effectiveness of survey question design, including clarity and avoidance of bias.
- Consideration of ethical principles in survey research, such as informed consent and privacy protection.
- Overall understanding of the basics of surveys and their application in quantitative research for YPAR projects.



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