

## 4.2 Copysheet. Identify ways that conducting an interview or focus group for data collection is similar to carrying out a survey, and what needs to be done differently when interviewing people in person.

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### GUIDANCE FOR DESIGNING AND CONDUCTING A SURVEY

### HOW WILL DESIGNING AN INTERVIEW OR FOCUS GROUP DISCUSSION BE SIMILAR OR DIFFERENT TO DESIGNING A SURVEY?

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Survey Development

#### Deciding on a balance of open and closed questions to ask.

A survey is quick to fill in (and analyse) when there are lots of tick box scales or yes/no questions, but the rich information you get from questions with uniquely written answers are useful to help understand people's responses.

A digital survey with scales to tick or yes/no answers can be very quick for the survey application to summarise (usually as %), but will it tell you everything you need to know? Written answers are slower to analyse as they need to be read and the main themes decided, but they provide insights beyond what tick box responses can provide.

Balance what is practical to collect and analyse with what is useful to know.

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#### Collecting information ethically includes:

- ▶ Seeking permission and support from school leadership.
- ▶ Not asking people deeply prying, insensitive, hurtful or embarrassing questions.
- ▶ Not asking leading questions that presuppose a particular answer.
- ▶ Not using language (like jargon) that can't be understood.
- ▶ Not using offensive language like slang or swear words.
- ▶ Treating people's answers respectfully.
- ▶ Not breaching confidentiality and telling someone else what the person said (in surveys where the person identifies themselves).

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Many surveys are anonymous and participants need to be assured of this. They also need to know how their information will be used, and what will be reported back to them.

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Decide what demographic data is needed (if any) and how you intend to use this e.g. age or year level, biological sex, gender identity, ethnicity. If not important for the data analysis then ethically it shouldn't be collected.

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## 4.2 Copysheet (continued) Identify ways that conducting an interview or focus group for data collection is similar to carrying out a survey, and what needs to be done differently when interviewing people in person.

### **GUIDANCE FOR DESIGNING AND CONDUCTING A SURVEY**

### **HOW WILL DESIGNING AN INTERVIEW OR FOCUS GROUP DISCUSSION BE SIMILAR OR DIFFERENT TO DESIGNING A SURVEY?**

Collecting the survey data

The survey will need to be advertised to students (or other community members) in order to ask them to fill it in. Ways for doing this include school social media, posters around school, school notices, school website, notices in classrooms, etc.

Select a digital format and platform for collecting data. Choose one that makes the survey accessible for all students. Decide if other forms of data collection will be necessary e.g. pen and paper with a post box return for people without digital devices.

Analysing the survey data

Decide who will analyse the data and how they will do this. This will require people to have basic data analysis skills and be able to use an Excel spreadsheet.

Summarise all quantitative (number based) data – usually as %.

Summarise the main themes recurring in the qualitative data (written responses).

Interpreting the data to use it as evidence (of what needs to change)

Decide who will interpret the data and how they will do this. The group conducting the survey will need to agree on what the data (the numbers and the themes) suggest needs to change, or what needs to be done differently to promote wellbeing.

Decide which data you are going to take most notice of to use as evidence at this time and to plan a way forward. Be able to justify why this evidence and, if applicable, why you are leaving some data behind at this point.