

Survey for Case Project

IT 546: Instructional Technology and Digital Literacy

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Disclaimer: this due date of October 22nd is to guide you so everything does not fall to the last minute.




For this project, you will design and administer an online survey. Your survey questions will depend on the unique elements of your project. Perhaps you want to survey your target population to evaluate their access to technology. Or, maybe you want to know your target audience's perceptions toward the use of technology for a certain task.

In planning your survey, consider the following:

- What are the goals and how might the data inform your project?
 - to describe a population using your services?
 - to make comparisons between groups?
 - to solicit feedback about people's wants or needs?
 - to assess people's attitudes toward something?
- What is the target population?
 - Who are the people you want to hear from?
- How should you frame your questions?
 - Be sure to provide a context for your questions and a timeframe for behaviors to be included if appropriate. (ex. This question is about daily technology use. Please only consider the technology you use on an average day.)
 - Consider what time of response dimension would aid you the most
 - opportunity to experience or know something
 - occurrence of an event
 - frequency or ratings
 - duration
 - date or timing
 - degree of attractiveness (like/dislike, agree/disagree)
 - importance
 - Remember your audience and utilize working that is simple and free of jargon or technical terms.
 - Consider if you will require a response to the item or allow it to be skipped
 - Do you want any open-ended questions? (ex. What is the single most important tool for your learning?)
 - **For this project, you will want at least 3-5 quantitative questions.**
- Tools for Creating your electronic survey
 - [SurveyTool.com](https://www.surveymonkey.com) (A free account allows 3 surveys per month, 100 responses per survey)

- [SurveyMonkey](#) (a free account allows 10 questions per survey and 100 responses) A warning here: every field is counted toward the 10 questions. For instance, if you collect names and do one field for "first name" and a different question/field for "last name," this is 2 of your 10 questions.
- GoogleDrive
 - In your google drive account, you create a form. This form can be emailed or embedded into a webpage. Here is a basic introduction to [forms](#).
 - Get help with Google Forms: <https://support.google.com/drive/answer/87809?hl=en>
- Others that you want to suggest?

Rubric

Survey Rubric   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Electronic survey created	An electronic survey was created and administered successfully. The link was also shared with the instructor. 2 pts	No Marks 0 pts	2 pts
Technical aspects	The survey contained 10 questions. The appropriate question type was selected (multiple choice, multiple response, open ended, etc).Every person would be able to choose from the responses. 5 pts	No Marks 0 pts	5 pts
Purpose/Clarity of questions	The questions were devised to support the goal of your project and provide meaningful information The questions were clear and a person would not have to ask for clarification. 5 pts	No Marks 0 pts	5 pts
Response Rate	Received responses from 10 individuals 3 pts	No Marks 0 pts	3 pts
			Total Points: 15