

Graduate Seminar (CEM 599)



**From Questionnaires to
Survey Results**

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Contents

- Design a coding system that assign a number to every answer in the questionnaire
- Make a master list of all the codes
- Go through the questionnaires to edit answers and code those that aren't already in numerical form
- Enter the data from the questionnaires into a computer (unless tabulated by hand)
- Summarize and analyze the data
- Interpret the results

Editing & Coding Survey Data

Data entry and analysis is

- time consuming work
- Needs to be done in every survey involving more than a few questions
- When questions are open ended questions

Editing and coding are done at the same time.

The purpose of editing is to clean the questionnaires which involves:

1. Making sure that whoever enters the data into the computer will know which marks are actually answers and which are extraneous notes made during survey



2. Cleaning the questionnaires also means getting rid of obviously unclear responses that make no sense, sometimes called **outliers**
3. It also means checking to make sure that each one tells a consistent story



- **Coding the questionnaires means expressing in terms of numbers all responses that will eventually be analyzed**
- **Codebook is an essential reference. Not only it list and number all the variables. It also labels them and tells which values are legitimate.**



A code book is unnecessary for

- Open-ended questions
- Partially close-ended
- Missing values that don't present a problem

Close-Ended Questions

Whether responses are ordered or unordered, most close-ended questions can be written in such a way as to be self-coded. That means each response has a number printed next to it in the questionnaires.



Partially Close-Ended Questions

The best way to code partially close-ended questions is to make a list of responses during editing process. An appropriate system can be developed if there answers in “other”



Analysis

The purpose of analysis is to help readers figure out which calculations make sense for any particular question

Looking at Answers to One Question at a time

This is recommended because it helps in verifying that data have been entered correctly



- For close-ended questions, answers are already classified into groups. All you have to do is count or have the computer count and then calculate the right percentage
- For open-ended questions, ex.
 - What is your wage rate per hour ?

Answers for these type of questions are summarized in terms of what is called **measures of central tendency**

Or by grouping data and then making a percentage distribution table



For measuring the dispersion of the values of responses:

- The simplest measure is the **range** from lowest to highest
- A more useful measure of dispersion is the standard deviation, it measures how values are spread around the mean

The sample standard deviation is used to calculate a confidence interval within which we have a certain level of confidence that the true population value falls.



Interpretation

➤ **Look for Results that Matter**

The key point is that you must use your judgment to figure out which results are important enough to warrant action

➤ **Be Careful When Working With Small Groups Within the sample**

That's why it is recommended to select a sample large enough to accommodate the analysis of a subgroup



END

