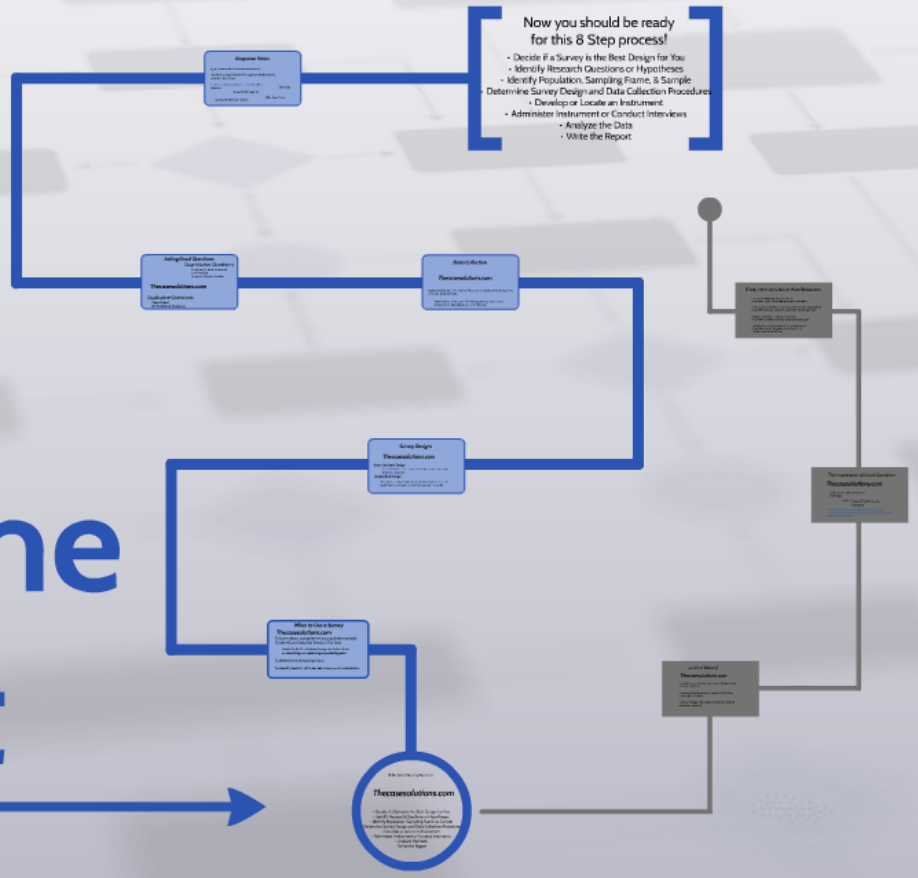
JPMorgan and the Dodd-Frank Act



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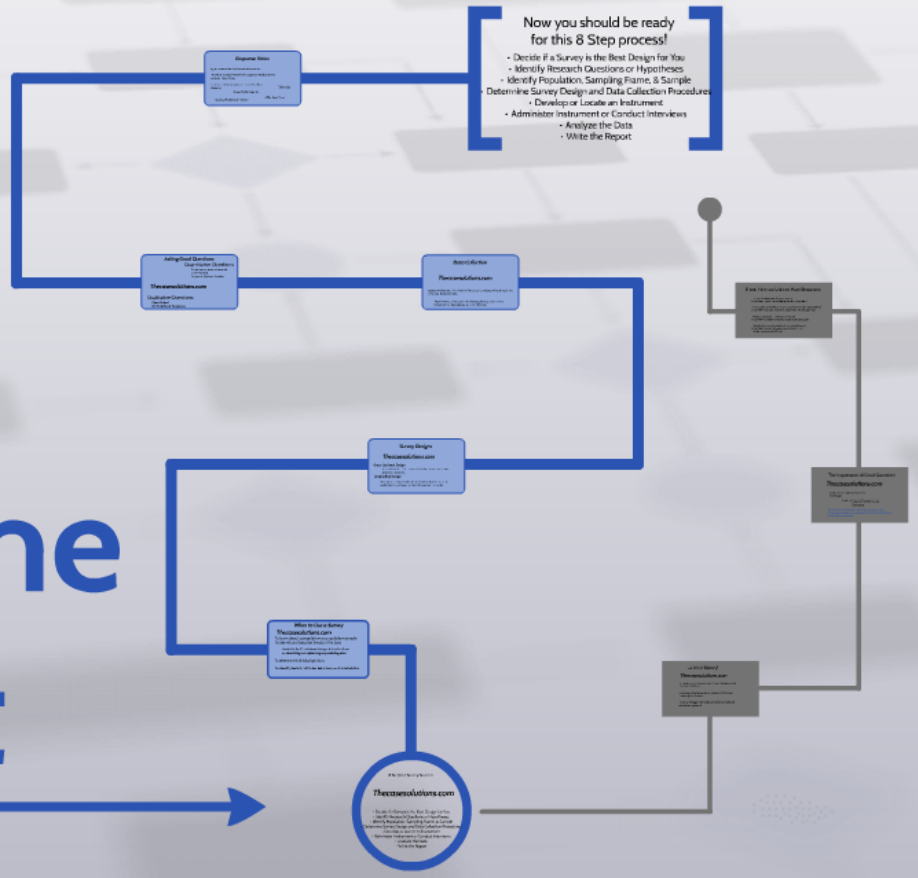

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8 Steps to Survey Success

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- Decide if a Survey is the Best Design for You
- Identify Research Questions or Hypotheses
- Identify Population, Sampling Frame, & Sample
- Determine Survey Design and Data Collection Procedures
- Develop or Locate an Instrument
- Administer Instrument or Conduct Interviews
- Analyze the Data
- Write the Report

When to Use a Survey

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To learn about a population or population sample
To Identify and Describe Trends in The Data

> *Similar to the Correlational Design, but with a focus on **describing** not **explaining or predicting** data*

To determine individual opinions

To identify beliefs, attitudes behaviors, or characteristics

...a bit of history!

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The modern survey found its roots in the period between World War I and World War II.

An even earlier example was created in 1817 by Marc Antoine Jullien de Paris

It was a 34 page international survey of national education systems!

Survey Designs

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Cross-Sectional Design

Researcher collects data at on point in time to measure current attitudes or practices

Longitudinal Design

Measures the same individuals or individuals that meet certain qualifications at different points in time to identify trends.

Data Collection

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Questionnaires are forms that individuals can complete online, through the mail, over the phone, etc...

Interviews occur in person with the researcher as one-on-one conversations, focus groups, or voice interviews

Asking Good Questions

Quantitative Questions

Structured or semi-structured
Closed Ended
Response Options Provided

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Qualitative Questions

Open Ended
No Predefined Responses

The Importance of Good Questions

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Good questions help participants feel comfortable

Good questions lead to good answers

Good questions are clear and unconfusing

For more on creating good questions, please see the resources provided on Blackboard or follow the links at the end of this Prezintation