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General Guidelines for Surveys

This document includes a set of general guidelines for conducting surveys but with special emphasize on the case of CWRC, Makerere University, Uganda.

When designing a survey, you must have a clear picture of *what information* that you want to collect from the participants before you start to formulate questions.

The next step is to try to formulate questions that target the specific information that you are aiming for. The questions must be easy to understand and ideally, they should only be able to be interpreted in *one single way* to avoid confusion and incorrect answers. Test the question on people around you first, and see if they interpret the questions in the same way and you intend them to do.

You should also consider *what kind of answers* you want to receive. Would you like a detailed answer or just an indication of what a person's opinion is (for example: low, medium or high). This aspect must not only be reflected in the questions formulation but also in the graphical layout of the survey (check boxes versus text fields etc.).

The practical part of the survey (the actual conduction) is just as important as the survey itself. You must carefully plan how the survey should be carried out in practical terms. For example, should the survey be delivered through email, regular mail, phone call or by physical visit? Another option for the partner survey could be to invite the partners to the respective Telecentre's premises and together go through the survey question by question.

Independent of which method that is chosen, the surveys must also be collected by the CWRC after completion. Consider *how* and *when* that should be done. The participants must be given enough time to answer the questions but not too long either since that might delay their participation.

Consider also *who* in the organization that you want to target. Try to contact that person in advance and inform him/her about the survey.

When handing over the survey to an organization, make sure that you get the contact information of the person receiving it, so that you know who you have been in contact with (if you did not reach the person you wanted). Make sure that that person also know your contact details, so that he/she can contact you if clarifications are needed.

When the surveys are completed and returned to the CWRC, the answers should be translated to English if other language has been used. Finally, the answers should be converted to digital form.

Below follows a short checklist of important issues to remember when performing the surveys.

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Survey checklist

- ✔ Consider what *information* you want to collect before you formulate the question.
- ✔ Consider what *kind of answers* you want to receive before you formulate the question.
- ✔ Carefully formulate the question so that it can only be interpreted in *one single way.*
- ✔ Consider what *languages* your target audience speak. *Translate* survey if needed.
- ✔ Identify which *person* you want to *target* in respective organization. Try to contact that person in advance and inform him/her about the study.
- ✔ Consider the most suitable way to *carry out* the surveys (how to reach the participants).
- ✔ Set up a *deadline* for the survey and make sure that the partners are aware of it.
- ✔ Contact the partner organization a few days before the deadline and *remind* them about the survey.
- ✔ Finally, the survey answers should be *translated to English in digital form* for analysis.