

Designing Accessible and Inclusive Surveys



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If well designed, surveys can provide data on a variety of topics and allow for sophisticated statistical analyses. If poorly designed, they can reinforce existing power dynamics. Considering the experiences, backgrounds and identities of those who take the survey is key. Try to examine the survey from as many of these perspectives as you can to ensure that everyone feels that their voice is valued. This increases both your data quality and participation. To ensure trust from your participants share your reasons for your survey, provide some form of compensation, share your findings with them, and ensure confidentiality.

**VALIDATED
SURVEYS CAN BE
FOUND HERE**



KEEP IN MIND

- Biases
 - Participants are biased to help you with your research and to fit in with social expectations
 - Language can 'other' people, consider how you allow people to identify, or if it's even **necessary** for your project
- Accessibility
 - Are participants able to access survey in a private location?
 - On their phone?
 - Would a paper survey be a better choice?
- Power
 - Developing and distributing a survey puts you in a position of power
 - Does your survey empower your participants?

CONSIDERATIONS

- What specifically do you want to know?
 - Put the questions around this key idea **first** in your survey
 - Have a clear definition
- Keep your survey as short as possible while still ensuring you ask enough questions to get a comprehensive picture
 - People have short attention spans
 - Participating in your survey is a gift of a person's time and information
 - This balance is key
- Consider if another method might get you the data you need
- Protect participant's data, especially if you are running a survey in house, it is important to ensure anonymity and confidentiality
 - For very small populations a demographic question might out them
 - De-identify participants and keep secure
- As a researcher you have a perspective
 - Include other perspectives in developing your survey to increase the quality of your data

LIKERT TYPE SCALES

- Scales are standardized measures for variables
 - Comprised of items or questions
 - Evaluated on a symmetrical scale
- | | | | | |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
- This produces ordinal data, or ranks
 - Creates a distance problem, we know people are different, but not by how much
 - Use multiple items and then combine them to overcome this distance problem
 - Several items for each variable
 - Combine the answers to these items as an average for that variable (a composite score)
 - This variable is now much more precise and can quantify the distance between scores
 - Allows for various statistical analyses
 - Before using, check that the items correlate with one another above .70 (Cronbach's alpha)
 - This measures the internal consistency of the items, and quantifies your variable's precision

“Taking an EDIA lens improves data quality and participation”