

CALIcon22

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“You’re So Basic!”

From Creation to Completion:

Survey Formation, Data Collection, Coding and Analysis 101



Framework



- Identifying institutional objectives and concerns
- What is “good” data?
- Survey Challenges
- Coding 101
- Impact of Coding Beyond the Numbers



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What is “Good” Data?

- Qualitative data
- Quantitative data



Survey Challenges

I have some
questions...



CLEAR
ANSWERABLE
EASY
UNBIASED



Original Question

Have you used
(departmental service)
in the last 6 months?

Original Question

Have you used
(*departmental service*)
in the last 6 months?

Revised Question

Which, if any, of these
departmental services
have you used in the last 6
months.

- Service 1
- Service 2
- Service 3, etc.

Bias

Justification

Privilege



AND DIFFERENCE



Benchmarking



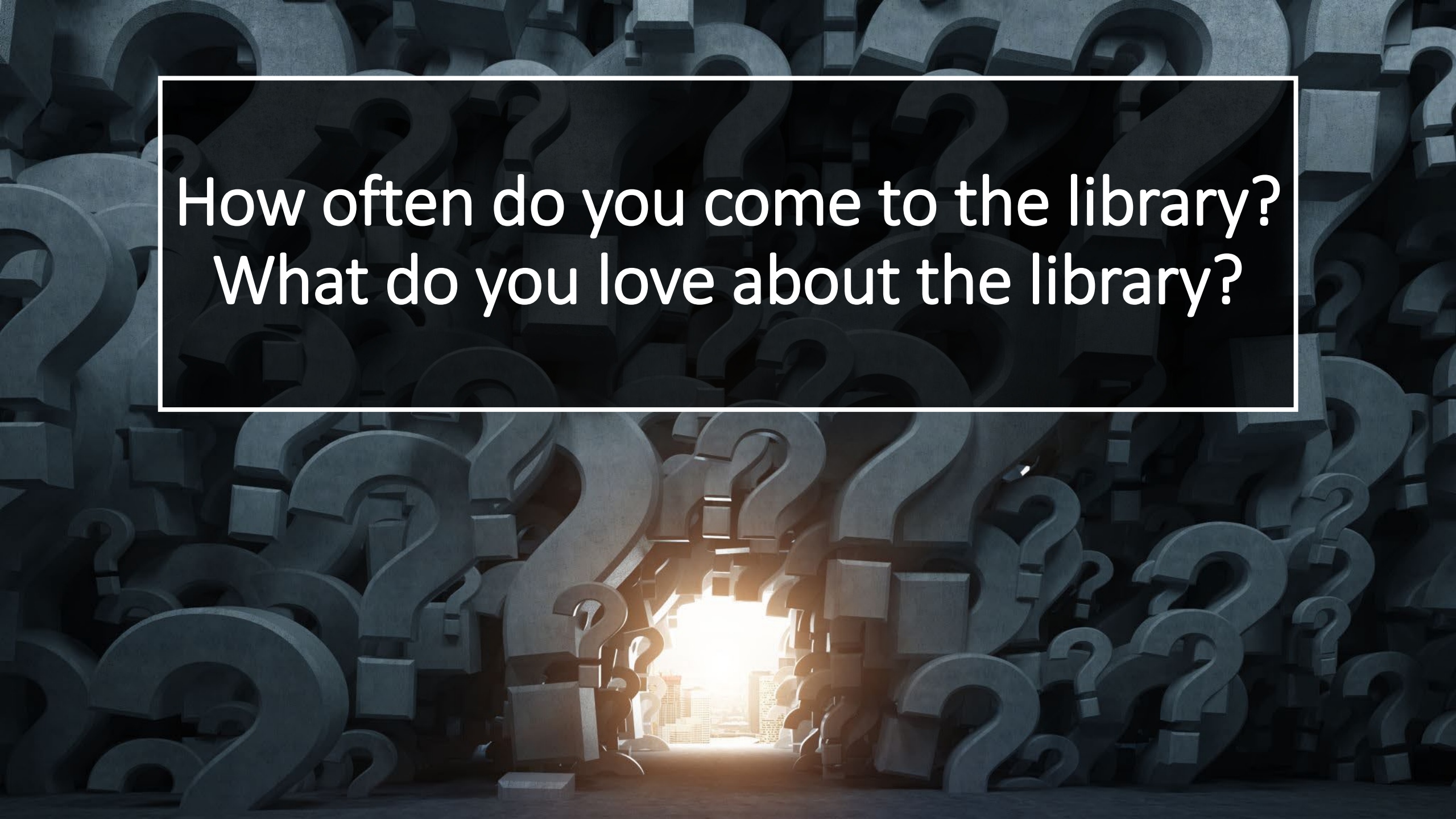
Faulty Questions





Leading Questions

How often do you come to the library?
What do you love about the library?



The background of the entire image is a dense field of dark blue, 3D-rendered question marks. In the lower center, there is a bright, glowing light source that creates a lens flare effect, illuminating the surrounding question marks and casting long shadows. The light appears to be coming from a distance, possibly through a tunnel or a doorway formed by the question marks.

How often do you come to the library?
What do you love about the library?
What can be improved?

Why Code?



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Deductive Coding vs. Inductive Coding

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But... what if
I don't want
to code?

Keep it
Simple

- Deductive or inductive coding?
- Read through your data.
- Assign your first set of codes.
- Go line-by-line assigning code.
- Categorize.



Coding Opens the Door for Collaboration and Support

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LSSE

UNDERSTANDING LEGAL EDUCATION

Wrap-Up



- Identify institutional objectives and concerns
- Create “good” data
- Avoid Survey Challenges
- Keep it Simple
- Code = Change

Questions?

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