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## Event survey questions pdf

I confess: I'm a data nerd. It's become so bad that I've even set a made-up percentage for problems in my life (I believe that 87 percent of people who grew up in the Boston metro area haven't taken an adequate driving test before receiving their license). The numbers impress me - mostly because I'm terrible with numbers. I think (by a margin of error +/- 80 percent) that 60 percent of people are the same way. Has your head turned? Surveys can be confusing, and sometimes it's hard to separate facts from rounds. An article this week from Green Biz talked about the July 2009 Green Brand survey by Cohn & Wolfe, Esty Environmental Partners, Landor, and PSB. The authors of the post were skeptical of the overall concept of an elusive green consumer survey but found some high notes and unexpected results. For example, surveys include perceptions and attitudes about sustainability (and the most sustainable brands) from around the world. They found that the most sustainable brands in (as the authors say) less developed countries are (drum roll, please...) Microsoft. Yes. Who knows? So what are some things that make this survey more effective than your run-of-the-mill green consumer survey? 1) They surveyed 5,000 people. That's a large - but necessary - sample size when surveying consumers. If you see a more targeted group of people, your sample size will naturally become smaller. Think about it, there are only so many men wearing berets in South Carolina. The more targets you get, the smaller (and harder to find) samples you'll be working on. Here's a handy calculator that solves the problem of finding the right sample size. 2) They consider their audience (companies that want to sell green products) and ask questions interesting enough to elicit unexpected answers. Brands trying to sell products in emerging markets want intel on consumer perception, but they also want details (e.g. Do they think green products cost more? Why do they buy green products? What problems are at the root of their concerns? etc...) 3) They make risky (but thought-provoking) comparisons. Comparing China, India and Brazil with the US, UK, Germany and France can be messy, as no one likes stereotypes. But these surveys relate to perceptions in different parts of the world in a way that triggers thinking that avoids developing country typecast vs. 4) They involve in-depth analysis of major international brands. Not everyone has the money and political pull to make a statement about the top global brands in their surveys, but having some big names certainly helps, whenever possible. The survey is -to be fair - arts and science. Have you ever come up with an effective survey? Why is it effective for you? Survey research began in social sciences as a way to gather information about working-class life and poverty in Victorian England. At the time, little thought was given to the ethical implications of survey questions asked. Since then, the use of survey research has evolved to include careful consideration of researchers' ethical responsibilities when using human subjects. This is a key aspect to consider when writing questions for survey research. It's important to make sure subjects have a full understanding of the fact that they have the option to opt out of a survey if they object to your survey question. This understanding is generally made during the informed approval process. The United States Department of Health and Human Services, for the protection of human subjects in the study requires an investigator to obtain legally effective information approval from a legally authorized subject or subject representative. Informed consent involves three key aspects, including the disclosure of all the information researchers need to make informed decisions about whether to participate in the survey. Researchers should take steps to ensure subjects understand the information provided and ensure subjects understand that participation in surveys is completely voluntary. Human research subjects should also be allowed to withdraw from research at any time. This includes the ability to skip questions that they find unpleasant. Participants should be allowed to opt out of the survey or choose not to answer certain survey questions with which they feel uncomfortable answering for any reason. When using online surveys, researchers had to use a format that allowed participants to unfollow quizzes or skip questions they didn't want answered. Anonymity is another ethical implication to consider when making survey questions. Research surveys often include questions about personal information that subjects may feel uncomfortable answering without the promise of full anonymity. In some cases, subjects may not answer questions honestly if they feel the information can be published. If the subject does not answer the question honestly, the resulting data will be skewed. Research survey administrators have a responsibility to convince survey takers, in writing, that personal information and answers to sensitive questions will remain confidential. When using online surveys, researchers often require participants to enter an email address at first to make sure people can't take the survey more than once. In such situations, researchers have an ethical responsibility to use the information collected only for specified purposes. They must also take steps to protect the information so that there is no way for any individual to be identified. Data collection is another aspect of survey research that should be ethically. Questions should be compiled in a rigorous way that ensures the question assesses the information you wish to obtain adequately. Avoid what researchers often referred to as Questions. For example, don't ask, Do you like green beans and black beans? because respondents may like one and not the other. Instead, divide the question into two questions to make sure the data collected is appropriate. During the holidays I was lucky enough to attend some parties and meet some new people. Q again, I'm lucky enough to have a job at Inc. that often allows me to chat with new people on the phone. But in many recent conversations, there's something that makes me nervous: My interlocutor asks about my name: Ilan - what kind of name is that? and, as a follow-up: So - where did you come from? which means not my hometown but the various nations of my origin and/or my ancestors. Of course, our kind of writers can be sensitive. And it's a day off. But I started flicking. I will reply: This is a four-letter word or I'm from Westeros. So I contacted network expert Robbie Samuels, to see if I was being chatty or if - in some way - asking about the name was a no-no network. Here's the answer: Similar to anyone with physical features (height, hair texture, skin color) that is often commented upon when meeting someone new, anyone with an unusual name (by American standards) will come up with a coping strategy to fend off unwarranted attention. For coping strategies, he recommends giving very short answers that do not invite further questions. Something like: It's Hebrew. Or: This is a surname. Or: It's quite popular in France, much more common than John. Then you have to take a deep breath and change the subject. Being asked many times about your name is frustrating, he added. This is a good reminder that we all have a tendency to draw attention to differences when we meet someone for the first time. In the past, I've spoken to Samuels for a story about how to behave on network shows. One of the pointers is to know what is not requested. We all have it: Subjects that everyone asks with good intentions that remain monotonous because we discuss them wherever we go. For example, a pregnant woman may be tired of talking about it, especially with strangers - and especially on network shows. Another example of Samuels about what he didn't ask - at least not immediately - was: What are you doing? The question is almost always downer, because (from strangers) it seems to come from a place of cold ambition, rather than a warm curiosity. It's also a question most of us don't like, because we've been asked so often - especially in socially unknown situations. In our efforts to engage others, we can actually put it off, because we don't think about what it's like to be asked the same question all the time, Samuels said. Not long ago he wrote a blog about a similar subject: The kind of curious question that innocent people run away when meeting someone new. She wrote: Before uttering the first thought that goes into your head when meeting someone, check first to make sure you don't just opt out of curiosity. That usually means you've seen something different about the person in front of you and you'll go home on that difference by asking about it. Since it may happen to this person throughout the day, every day, they will give you a pat answer that likely won't lead to further discussion. You won't make a great or long-term impression and you'll miss the opportunity to really engage with them. You may wonder, then: What's the safe thing to talk about with someone you've just met? Samuels suggests paying a compliment about what someone is wearing: Sunglasses, a scarf, a jacket, or jewelry. Note that all those items are what you might call peripheral equipment: you respectfully don't discuss the clothes closest to a person's body. Instead, you acknowledge the choices someone made. You come everywhere near mentioning or acknowledging physical traits. And if that approach fails, you can always use this secure question: How do you hear about these events? Samuels called it an opener not to be missed. I tend to agree. Agree.