

Analyzing Survey Potential

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After reading through the survey, I do feel as though the title of the survey, Student Experience Survey, is an appropriate title that accurately details the purpose of the project. All of the questions within the survey are geared towards the student experience. In the introduction, the author went into detail about the anonymity and confidentiality that goes along with the survey while also highlighting that it is voluntary. This is all part of the design of self-report items for the individuals participating to hopefully answer truthfully. The questions themselves are close-ended and precise with clear instructions labeled in sets as to separate the questions into clear groups which helps with the flow of the survey. Both questions and statements are asked throughout in varying forms to get the most accurate representation and make the questionnaire more engaging. The construction of questions was taken in great detail, the questions were short enough to keep the individuals engaged with the survey but detailed enough to get correct analysis. To my understanding, the language of the questions remained free of biases and were not negative in nature.

One major drawback that I anticipate would lower response rates is the vast amount of questions there are. It seems to me instead of having one massive questionnaire, breaking up the 62 questions into a two part survey or cutting some of the contingency questions all together so that individuals do not exit the survey before they reach the end. The format itself of the survey looks good to me, questions are given their own line and are numbered so as to not cause confusion. Another little detail I would work into the survey is more matrix questions to break up the sections more and give ease to the individual answering the questions, like in Figure 7.4 of Michael Maxfield (2015) in the Basics of Research Methods for Criminal Justice and Criminology (p. 180). The order of the questions seems to be effective, not only do the questions

build onto the following sections but also the more interesting questions are also presented at the beginning to grab attention onto the survey.

With this type of survey and the demographic of students, I would not recommend mail surveys because as a student, I do not check my regular mail that frequently but I do check my email multiple times a day. I would recommend electronic versions, via student emails using systematic sampling of the students at the university. With this sampling type, I would have all of the students' names randomized, then choose a random number and select every sample afterwards in intervals of ten until the desired number of participants. This is used for the simplicity and ease of use while also maintaining that the collected data is randomly spread to be able to generalize for analysis. Throughout the duration of the survey, I would send follow up mailings through the email as well, just as a reminder and motivator to participate.

References

Maxfield, M. G. (2015). *Basics of Research Methods for Criminal Justice and Criminology*.
Cengage Learning.