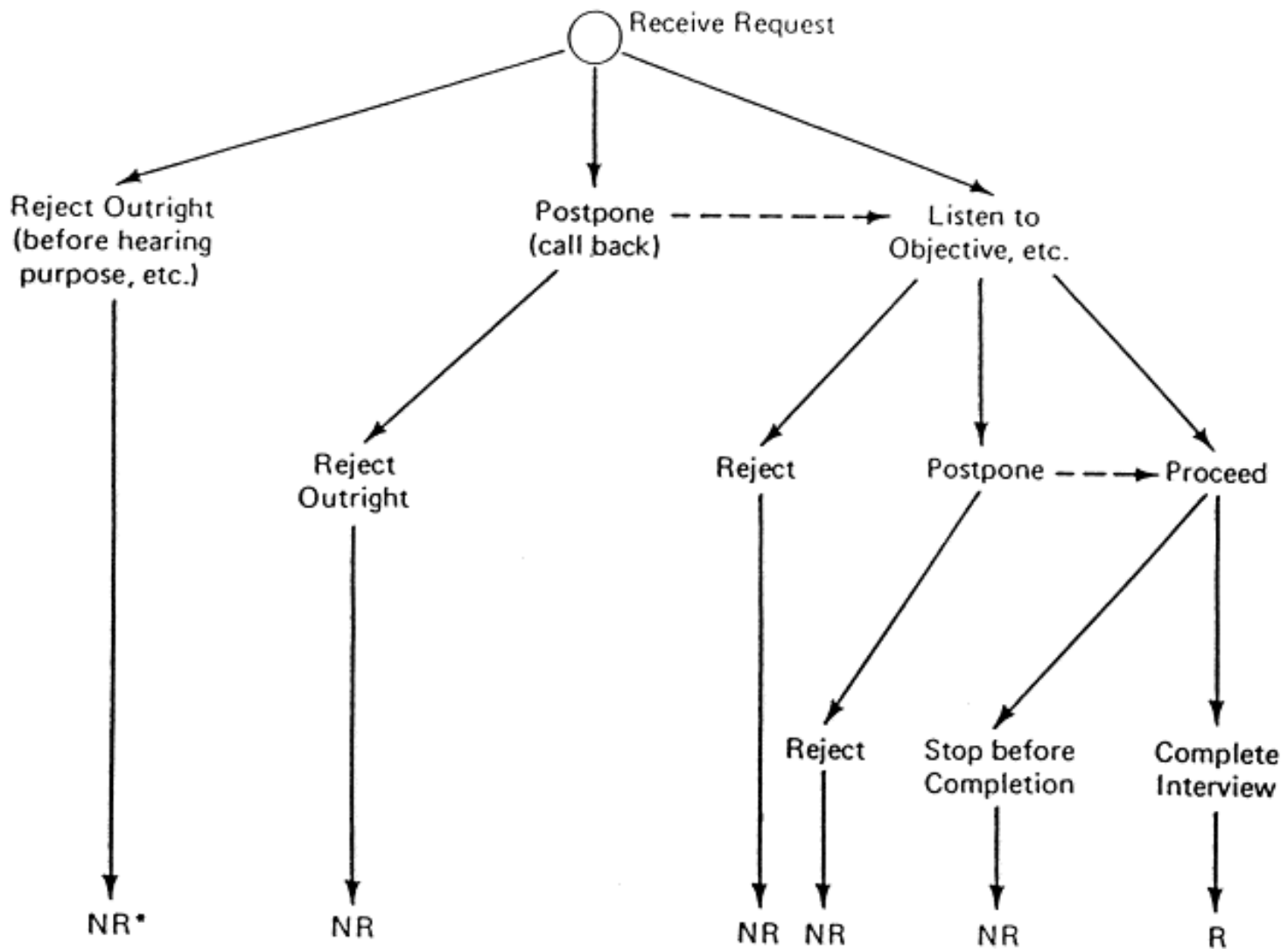


Data collection procedures for survey-based evaluation

Data Collection Procedures

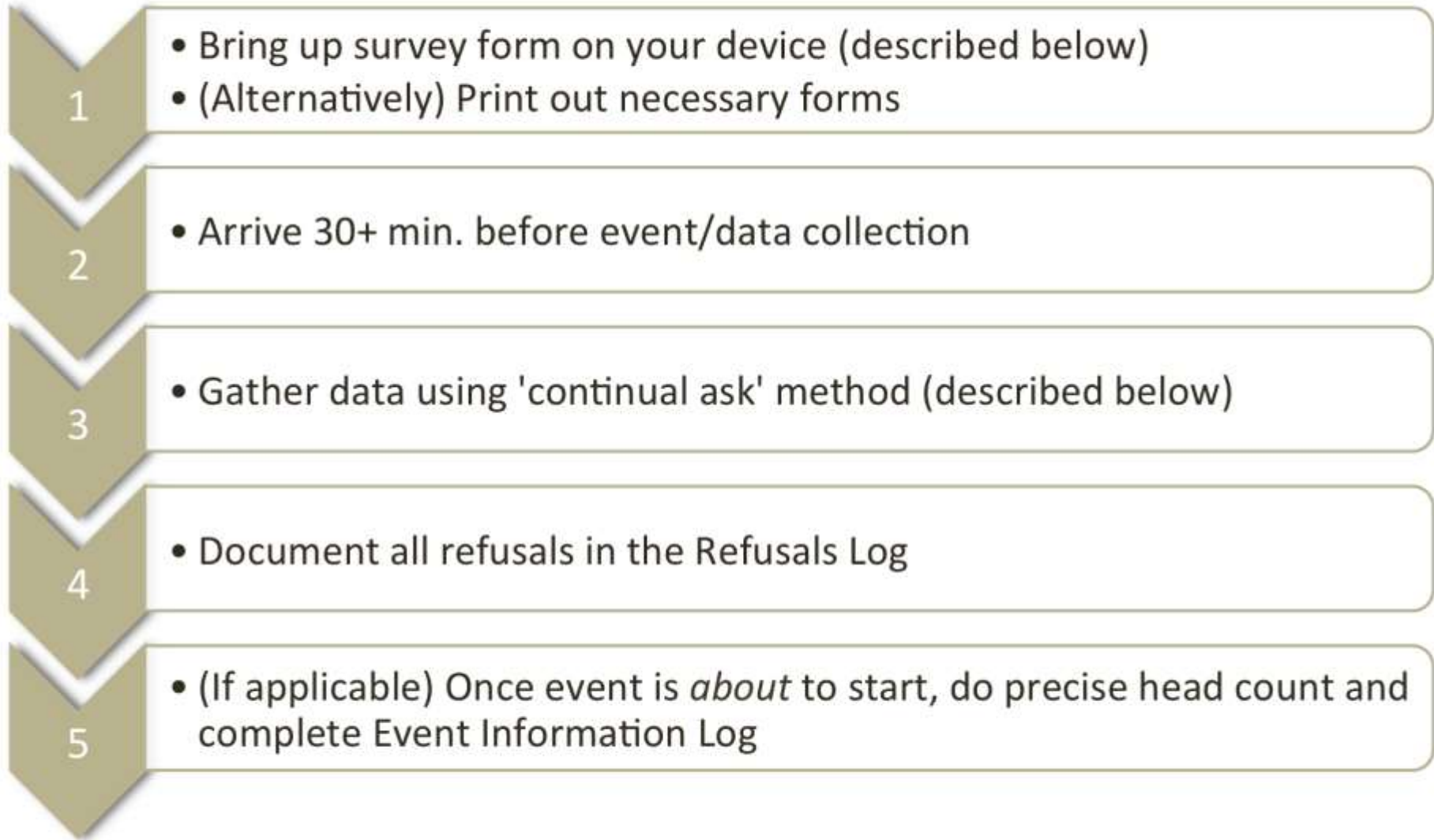
- You need a plan in place for asking respondent to participate in your survey:
 - You should secure [informed consent](#) before the respondent commences the survey.
- You should have a plan in place for the following situations:
 - Someone agreeing to participate.
 - Someone declining to participate.
 - Someone expressing uncertainty.



*NR = Nonrespondent
R = Respondent

**Provide guidance to data
collectors**

Data Collection Flow Chart



Ethical Guidance

- Never alter or ignore the information or opinions given by the respondents. While certain responses may seem like “mistakes” it is important that they be left as is.
- Do not pressure respondents to provide any information. If at any time respondents choose not to continue, thank them for their time and let them go with a smile.
- Under no circumstances should you suggest responses to respondents.
- You may never divulge, repeat, or comment on the information or opinions given by the respondents, nor should you show completed questionnaires to anyone not involved with the study. Always remember that any information provided by respondents is CONFIDENTIAL.

Guidance for data collectors

Collecting Data using Paper Forms

- Please only use this option if you do not have an iPhone, iPad or Android device you can use.
- Ideally, you would be able to print the pre-visit survey form and other forms for use on the day.
- However, as a back-up option, printed versions of the survey will also be available at the front desk of the Museum.

Survey Materials

- If you are conducting the survey via paper, you will need to bring the following materials
 - Pre-visit survey forms
 - Refusal log
 - Event Information Log

Guidance for data collectors

- **Introducing yourself to potential participants**
- It is important that you appropriately introduce yourself to the respondent.
- Here is an example introduction script that can help you with this task.

Good morning/good afternoon/good evening. My name is _____ and I'm conducting research for the University of Warwick on behalf of the Manchester Science Festival. The goal of this research is to improve the Science Festival experience. Would you be willing to participate in this 10-minute survey? Participants will be entered into a prize drawing for a £30 Book Voucher.

Selecting Participants

- To select participants for the survey, you will be using a method known as “continual ask”.
- Upon arriving at your event, stake out a position near the entrance to your event.
- If the event is outdoors, try to position yourself between where the event is and where most people are coming from.
- Once you have found a suitable location, draw an invisible line on the ground in your mind.
- The first person to cross that line is the first person you approach to conduct the survey.
- Once you are done with the interaction, return to where your imaginary line is, and again, select the first person to cross it.
Continue to do this until your allocated time is complete.

Logging Refusals

- If at any time you approach a festival goer and they decide not to take the survey, you **must** document that information in the MSF Refusal Log.
- Refusals include anytime you approach a person to take a survey, and they decline, no matter the reason.
- If they decline to participate, please note their estimated age, apparent ethnicity, group size, stated reason for refusal, and any other identifying information.
- If the reason for not taking the survey is lack of time, please ask if they would be willing to complete an online form about the event afterward.
 - If so, include in the respondent's email address in the refusal log. (They will then automatically be sent an invitation to complete an online version of the survey).

Refusals Log

- Refusals log are used to note down aspects about individuals who decline to participate.
- Entries should be completed immediately after refusal and should note down features such as apparent ethnicity, approx. age, visible gender, etc.
- Response rate can indicate the representativeness of your survey sample, but analyzing refusal log data for systematic patterns is best way to check.

Conducting the survey using your mobile device

- If you are conducting the surveys on your mobile device, all you need to do is open the survey, and begin asking the questions as you note their responses.
- Please allow the respondent to take the survey with minimal interference or interjection.
- Do not attempt to “help” the respondent answer questions.
- However, it is acceptable to provide clarification on any question, when asked.
- Also, where there are dropdown response menus, you may find it useful to ask the question verbally and then hold the phone/tablet in front of the participant to select the desired response.

Other tips

- Have the data collector practice reading out the survey questions several time in advance.