Mod 3

Overview of Surveys and Questionnaires

1. Definition of a Survey :

- A survey is a method of collecting information from individuals or a representative sample of a population.
- Example: Surveys can collect data from a large population (e.g., 1000 individuals) or a smaller, representative sample.

2. Difference Between Survey and Questionnaire :

- A questionnaire : is a list of questions used to gather specific information.
- A survey : encompasses the entire process of data collection and analysis.
- Example: A mental health questionnaire assesses conditions like depression, while a survey may use that questionnaire to evaluate the overall prevalence of mental health issues.

3. Types of Information Collected :

- Surveys can collect data on morbidity, mortality, risk factors, and health behaviors.
- Example: Cross-sectional studies may focus on the prevalence of certain health factors at a specific point in time.

4. Primary vs. Secondary Data :

- Primary data : Collected directly by the investigator (e.g., interviews, medical examinations).
- Secondary data : Collected by others for different purposes (e.g., census data).
- Example: A study on patient satisfaction may use primary surveys, while epidemiological studies might rely on secondary data sources.

5. Characteristics of a Good Survey :
- Must be representative, provide in-depth information, and ideally performed by trained personnel.
- Example: A well-designed survey might reveal patient satisfaction levels across different demographics.

6. Sampling Techniques :
- Avoid convenience sampling, as it may introduce bias.
- Example: Surveys should aim for random sampling to ensure a representative cross-section of the population.

7. Key Concepts in Survey Design :
- Understand the population of interest (demographics, unique characteristics).
- Identify stakeholders to ensure the survey meets the needs of those involved.
- Example: Including healthcare providers and patients can improve the relevance of the survey questions.

8. Theoretical Frameworks :
- Using models like the Health Belief Model can guide survey design and interpretation.
- Example: The Health Belief Model can help understand factors influencing influenza vaccine uptake.

9. Limitations of Surveys :

- Surveys may not capture in-depth perspectives compared to qualitative methods like interviews.
- Example: To explore why women in Jordan do not attend breast cancer screenings, qualitative interviews may be necessary.

10. Importance of Stakeholders :

- Engaging stakeholders in the survey design can enhance the acceptance and applicability of the results.
- Example: Consulting with hospital management and healthcare staff can ensure the survey addresses relevant issues.

This summary captures the main points and examples from the document regarding surveys and their design.

Done ✅