



**NHMRC CENTRE OF RESEARCH EXCELLENCE
in POPULATION HEALTH RESEARCH**

Immunisation in Under Studied and Special Risk Populations:
'Closing the Gap in Knowledge through a Multidisciplinary Approach'

“So you want to do a survey” CRE Survey Design Workshop

Time and date: Tuesday 5 November - 9.30am-5pm
Location: Matthews Building Rm 104, University of New South Wales, Randwick
Convenors: Julie Leask, Hal Willaby, Raina MacIntyre

This will be an interactive workshop that aims to equip you with basic tools and insights to develop surveys of immunisation knowledge, beliefs, attitudes and behaviours in your work. The workshop will help you understand what is involved in designing and implementing a good survey, and gives you suggestions that you can put into practice.

The workshop is aimed at students and investigators in the CRE but is open to others undertaking immunisation surveys. Participants are encouraged to bring their own survey project or idea for practical application of the concepts learnt in the workshop.

Learning Objectives: Participants will...

1. Understand how to refine a research question so that it can guide the design of the survey;
2. Gain awareness of best practice in measuring knowledge, beliefs, behaviours, and attitudes;
3. Become familiar with the role of key social and cognitive factors in survey completion;
4. Learn the recommended stages/steps of survey design and implementation;
5. Develop an appreciation of integrating design, implementation, analysis, and interpretation
6. Apply their learning to an existing research question

Program

- What am I trying to accomplish with this survey?
 - Clarifying the research aims and questions and how to address them
 - Who should I be asking to participate, and why?
- How do I measure the knowledge, beliefs, behaviours, and attitudes?
 - What dimensions should I include?
 - How do I operationalize them? Which response format should I use?
 - What social and cognitive factors should I be cautious about?
 - What are the common mistakes people make designing surveys? (sources of bias)
 - When/Where should I put questions about demographics?
- What is the most appropriate way to collect data?
 - When to use CATI, F2F, Web panel, Shopping mall, etc.
- Analysis and interpretation
 - What is the most appropriate analytic method?
 - What value is there in planning analysis with the survey design?
 - How do I assess association & causation?