Survey Data & Audience Analysis (UW-La Crosse Public Speaking Center)

Surveys are an efficient way to collect information about your audience.

Purposes of surveys:

- Can demonstrate what your audience knows about a topic.
- Can demonstrate what your audience feels about a topic
- Can help a speaker determine which appeals and examples to use.
- UWL students and employees have access to Qualtrics a software program for developing and distributing surveys.
- https://www.uwlax.edu/its/technology-for-teaching-and-learning/surveys-qualtrics/

Types of survey questions

Likert scale: Statements used to determine a level of agreement

Example:

Study guides are helpful for preparing for exams

Strongly agree   Agree   Neutral Disagree .   Strongly Disagree

Multiple Choice: Questions with a set number of responses

Example:

Which of the following issues is important to you when deciding which charity to support?

a. Its overall mission
b. Connection to friends and family
c. Past experience donating to it
d. Amount of money that goes to the cause

Semantic differential: Questions that take two opposite words on a contiuum and ask respondents to identify their position.

Example:

I believe that the United States federal government should invest in vocational training.

Not Valuable 1 2 3 4 5 6 7 Valuable

Open ended: Questions where the respondent provides their own response to a question.

How do you think the United States federal government should address student load debt?

Tips for developing surveys

Test them before sending them out

Limit the number of questions for CST 110 (more questions for an undergraduate research project)

Use neutral instead of evaluative language

Avoid double barreled questions (questions that ask more than one thing)

Handout adapted from: Husiman, D., Berry, I., Peterson, J., Van Oss, J. (Eds.) (2019). Communicating Effectively. Southlake, TX. Fountainhead Press.