**Surveying Guidelines**

**Guidance for PSP and UCM funded organisations administering surveys**

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**Part One: Background**

This guidance has been prepared for individuals, groups and organisations that administer surveys to participants in projects funded through the Participatory Science Platform (PSP) or the Unlocking Curious Minds (UCM) contestable fund (project teams).

The Ministry of Business, Innovation and Employment (MBIE) has developed a set of surveys to support organisations and individuals delivering these projects to understand more about the reach, impact and effectiveness of their projects.

These guidelines are intended to help project teams to maximise the value they get from the surveys and assist them to manage the ethical and confidentiality issues that can arise.

Limitations

These guidelines are intended to support PSP and UCM project teams to administer these surveys. These guidelines discuss a range of ethical issues and are an aid to decision-making.

Project teams should take account of the relevant ethical processes and procedures that apply within their own organisations or professional bodies, and ensure that they take the time to develop a familiarity with and understanding of any relevant ethical considerations.

Project teams should not interpret these guidelines or the supply of survey templates or results as indicating ethics approval by MBIE for the surveying that they propose to undertake.

Relevant legislation

Project teams need to be aware of and take time to understand the implications of legislation for research and handling of information, such as the Privacy Act, the Human Rights Act, and the Official Information Act.

**Part Two: Types of surveys**

MBIE has developed three sets of surveys to help project teams to define the questions that they may use, and simplify the management and administration of the surveys by hosting them on behalf of the PSP and UCM project teams.

The three types of surveys are:

* Event surveys that are suitable for activities where the engagement of participants is transitory in nature;
* Pre-surveys intended for projects where it is possible to survey participants before the project’s activities are delivered; and
* Post-surveys which can be administered after a project’s activities are delivered.

If your initiative involves large number of participants and you need to use the pre and/or post survey questions, it may be a good idea to survey only some of the participants. Please talk to us (see Part 4: Contact Details below) about how to construct a sample for your survey.

Project teams can arrange for tailored surveys to be developed by contacting the Specialised Investments team at [curiousminds@mbie.govt.nz](mailto:curiousminds@mbie.govt.nz)

I’ve already developed a survey, what should I do?

The survey questions are designed to be used in addition to what you are already doing. You can either include these questions in your own surveys or talk to us (see below) about how we can adapt the survey tools we have developed to your needs.

What will MBIE do with the results?

We have developed these questions so that we can compare the impact of your project against the results of national surveys of public attitudes to science and technology, and provide you with information about the relative contribution of your project.

These tools will also help us identify what works well and provide a basis for ongoing monitoring.

We will have shared ownership of the data collected through the surveys, and MBIE ensure that any data it hold is kept confidential.

Process

Here’s an overview of the process:

1. We will develop and send you a survey based on our understanding of your current needs with an online link to the tool (SurveyMonkey) that we are using.
2. Please contact us if you would like to add to the survey questions we have developed, or require a printed version of the survey.
3. You administer the survey, either using the online link or the printed survey
   * If you use the printed survey, we would be grateful if you could arrange for the results to be entered into the online survey tool.
4. We will provide you with a password protected copy (Excel format) of your results, and some simple analysis. We will supply you with the password to access the file of your results separately.
5. We will share with you the results of our analysis of your results benchmarked against those from other projects including appropriate analysis (normally once all projects have submitted their surveys).

**Part Three: Important ethical considerations**

Surveying raises a number of ethical issues that project teams need to consider. These include:

Anonymity

MBIE will provide the designated contact person for each project with the individual responses for each survey, and some aggregated analysis of the results.

It may be possible for project teams or others involved in administering the survey to infer the identity of respondents. Each project needs to take reasonable care to ensure that opportunities for the identity of individuals to be inferred is minimised.

Some steps that project teams should employ include limiting the access to the individual responses, or aggregating responses particularly where there are a small number of responses overall or in terms of specific demographic characteristics.

Paper-based surveys

MBIE encourages project teams to administer surveys using the online links that they are provided with. The particular circumstances of some projects may mean that surveys need to be administered in a paper-based format.

Project teams should ensure that any paper-based surveys are submitted into a box rather than provided to an individual.

Voluntary nature of surveys

Project teams should reiterate to participants that completion of the survey is voluntary when they administer the survey, and draw the attention of participants to the relevant statements in the survey templates.

Project teams should take care to avoid the impression or implication that declining to participate will have any negative consequence whether for the potential participant or the project.

Storage

Project teams need to take care to ensure that the survey results are stored securely. You should consider taking steps such as storing printed versions of the results in locked cabinets, storing electronic versions in secure (non-public) servers, and ensuring that any data is password protected.

Confidentiality

Project teams should identify who within your project team will have access to the data, why they require access and what use they will make of the data. You need to think carefully about the obligations you have to survey participants to protect the data you have collected about them.

The survey templates include statements referring the confidentiality of the data collected through these surveys. Project teams need to make sure that the people administering the surveys draw the attention of participants to these statements.

Project teams should also not include information that might be able to be used to identify participants in surveys, for example, by writing identifying numbers or codes, or participants names on surveys.

Age cut-off for children

MBIE does not expect surveys to be conducted for children 10 years old and under, or those who are at primary school. Research shows that surveys involving young children often have highly variable results[[1]](#footnote-1) and for this reason MBIE has set a cut off age for surveys. Demographic information is still needed for reporting purposes, and estimates are welcome if exact numbers are difficult to quantify.

Parental consent

The generic surveys that have been developed have been assessed by MBIE’s Research Ethics Panel as not being sufficiently invasive as to require explicit parental consent for minors’ participation.

Project teams should, however, consider using any information that is shared with parents, caregivers or guardians of participants under the age of 16 years to let them know about the survey.

Such advisories might include a statement to the effect that “*Your child may be asked to provide feedback on the programme in a brief questionnaire*”.

Providing feedback to participants

Best practice dictates that participants in a study should be provided with some feedback on what their participation in that study has shown. Project teams should identify key contacts and provide updates in plain language of results to relevant schools and/or programme participants, where feasible.

**Part Four: Contact details**

The survey administrator will be available to help create, conduct and provide you with your survey data. You can contact the survey administrator at [curiousminds@mbie.govt.nz](mailto:curiousminds@mbie.govt.nz)

**PRE SURVEY  
A Nation of Curious Minds, He Whenua Hihiri i te Mahara**

Participatory Science Platform / Unlocking Curious Minds

We’d be really happy if you could tell us what you think about science and technology. It will help make science and technology more fun to do and easier to get involved with. If you want to help, we’ve got some questions here for you to answer. It might take you about ten minutes, or maybe less, to answer these questions.

If you don’t want to take part in this survey, you don’t have to. You can answer all, some or none of the questions in this survey.

The people reading your answers will be the person who gave you these questions, and some people in government who have helped to run the science or technology project. Your answers will be kept confidential to those people.

The people in government reading your answers work to help New Zealand do better in business, education, science and technology. The places they work for are called the “Ministry of Business, Innovation and Employment” and the “Ministry of Education” and “The Office of the Prime Minister’s Chief Science Advisor”.

If you need any help doing this, or want to know more about it, please ask the person who gave you these questions. If you’ve already spoken to them but still have questions they can’t answer, you can email [curiousminds@mbie.govt.nz](mailto:curiousminds@mbie.govt.nz). The Specialised Investments team at the “Ministry of Business, Innovation and Employment” is responsible for this programme that this activity is part of.

Thanks for helping to make science and technology more fun to do and easier to get involved with!We’d be really happy if you could tell us what you think about science and technology. It will help make science and technology more fun to do and easier to get involved with. If you want to help, we’ve got some questions here for you to answer. It might take you about ten minutes, or maybe less, to answer these questions.  
  
If you don’t want to take part in this survey, you don’t have to. You can answer all, some or none of the questions in this survey.   
  
The people reading your answers will be the person who gave you these questions, and some people in government who have helped to run the science or technology project. Your answers will be kept confidential to those people.   
  
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If you need any help doing this, or want to know more about it, please ask the person who gave you these questions. If you’ve already spoken to them but still have questions they can’t answer, you can email ScienceDevTeam@mbie.govt.nz. The Science Development team at the “Ministry of Business, Innovation and Employment” is responsible for this programme that this activity is part of.  
  
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Thanks for helping to make science and technology more fun to do and easier to get involved with!

We are keen ask you some brief questions about your views on science and technology and ask you about how you found this event. Tick the box that you feel most applies to you.

First we are going to ask you some questions about your views on science and technology.

**When was the last time you attended a museum, zoo, observatory or science-focused event?**

* In the last week
* More than a week ago, but less than a month ago
* More than a month ago, but less than one year ago
* More than one year ago
* Never
* Don’t know

**Do you strongly disagree, moderately disagree, neither agree nor disagree, moderately agree or strongly agree with the following statements?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Moderately disagree | Neither agree nor disagree | Moderately agree | Strongly agree |
| Science is often among the favourite subjects at school | □ | □ | □ | □ | □ |
| Scientists are active in the community | □ | □ | □ | □ | □ |
| Scientists are trying to solve problems that are important to me | □ | □ | □ | □ | □ |
| I enjoy finding out about new ideas in science. | □ | □ | □ | □ | □ |
| Science and technology are too specialised for me to understand. | □ | □ | □ | □ | □ |
| It is important to be kept up-to-date on science issues. | □ | □ | □ | □ | □ |
| Science is important in my daily life. | □ | □ | □ | □ | □ |
| Science is an important subject for people to study at school. | □ | □ | □ | □ | □ |
| Science is important for addressing key challenges affecting our society. | □ | □ | □ | □ | □ |
| Knowledge of science is useful for increasing career opportunities | □ | □ | □ | □ | □ |

**Have you ever met a scientist?**

|  |  |
| --- | --- |
| No I have not met scientist at all | Yes, I have met a scientist |
| □ | □ |

**Any other comments?**

**POST SURVEY  
A Nation of Curious Minds, He Whenua Hihiri i te Mahara**

Participatory Science Platform / Unlocking Curious Minds

We’d be really happy if you could tell us what you think about science and technology. It will help make science and technology more fun to do and easier to get involved with. If you want to help, we’ve got some questions here for you to answer. It might take you about ten minutes, or maybe less, to answer these questions.

If you don’t want to take part in this survey, you don’t have to. You can answer all, some or none of the questions in this survey.

The people reading your answers will be the person who gave you these questions, and some people in government who have helped to run the science or technology project. Your answers will be kept confidential to those people.

The people in government reading your answers work to help New Zealand do better in business, education, science and technology. The places they work for are called the “Ministry of Business, Innovation and Employment” and the “Ministry of Education” and “The Office of the Prime Minister’s Chief Science Advisor”.

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If you don’t want to take part in this survey, you don’t have to. You can answer all, some or none of the questions in this survey.   
  
The people reading your answers will be the person who gave you these questions, and some people in government who have helped to run the science or technology project. Your answers will be kept confidential to those people.   
  
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We are keen ask you some brief questions about your views on science and technology and ask you about how you found this event. Tick the box that you feel most applies to you.

First we are going to ask you some questions about your views on science and technology.

**Do you strongly disagree, moderately disagree, neither agree nor disagree, moderately agree or strongly agree with the following statements?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Moderately disagree | Neither agree nor disagree | Moderately agree | Strongly agree |
| Science is often among the favourite subjects at school | □ | □ | □ | □ | □ |
| Scientists are active in the community | □ | □ | □ | □ | □ |
| Scientists are trying to solve problems that are important to me | □ | □ | □ | □ | □ |
| I enjoy finding out about new ideas in science. | □ | □ | □ | □ | □ |
| Science and technology are too specialised for me to understand. | □ | □ | □ | □ | □ |
| It is important to be kept up-to-date on science issues. | □ | □ | □ | □ | □ |
| Science is important in my daily life. | □ | □ | □ | □ | □ |
| Science is an important subject for people to study at school. | □ | □ | □ | □ | □ |
| Science is important for addressing key challenges affecting our society. | □ | □ | □ | □ | □ |
| Knowledge of science is useful for increasing career opportunities | □ | □ | □ | □ | □ |

**Have you met a scientist?**

|  |  |
| --- | --- |
| No I have not met scientist at all | Yes, I have met a scientist |
| □ | □ |

We have asked you about your views on science, now we are going to ask you some questions about your intentions following this event and provide you a chance to give us any feedback you may have.

**Will you tell others about your experience?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I will definitely not tell others about this event | I may not tell others about this event | I don’t know whether I will tell others about this event | I may tell others about this event | I will definitely tell others about this event |
| □ | □ | □ | □ | □ |

**Do you want to find out more about the topics covered?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I don’t want to find out more about the topics covered at this event. | I don’t somewhat want to find out more about the topics covered at this event. | I neither do or do not want to find out more about the topics covered at this event. | I somewhat want to find out more about the topics covered at this event. | I do want to find out more about the topics covered at this event. |
| □ | □ | □ | □ | □ |

**Any other comments?**

**EVENT SURVEY  
A Nation of Curious Minds, He Whenua Hihiri i te Mahara**

Participatory Science Platform / Unlocking Curious Minds

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If you don’t want to take part in this survey, you don’t have to. You can answer all, some or none of the questions in this survey.

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Thanks for helping to make science and technology more fun to do and easier to get involved with!

We are keen ask you some brief questions about this event. Tick the box that you feel most applies to you.

**What did you think of the experience?**

* Didn’t like it
* It was ok
* Loved it

**Did you learn something new today?**

* It confirmed what I already knew
* I learned a little
* I learned a lot

**Would you do something like this again?**

* No, absolutely not
* Maybe
* Yes, definitely

**About You**  
  
We are keen to know who is participating so that we can compare against data that we already have to allow us to plan for future initiatives like this one. This involves asking some questions about you, please select the box most appropriate to you.  If you don’t want to answer any of these questions, you do not have to. Please just skip any of the questions that you don’t want to answer.

**Are you?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| □ | Male | □ | Female □ Gender diverse |  |

**Which ethnic group do you belong to?**

* New Zealand European
* Māori
* Samoan
* Cook Island Maori
* Tongan
* Niuean
* Chinese
* Indian
* other such as DUTCH, JAPANESE, TOKELAUAN. Please state:

**What year were you born?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**If you attend a school, please let us know which one**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Which of the following best describes where you usually live**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| □ | City | □ | Town | □ | Rural area |

**Which region do you usually live in?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| □ | Northland Region | □ | Taranaki Region | □ | West Coast Region |
| □ | Auckland Region | □ | Manawatū-Wanganui Region | □ | Canterbury Region |
| □ | Waikato Region | □ | Wellington Region | □ | Otago Region |
| □ | Bay of Plenty Region | □ | Tasman Region | □ | Southland Region |
| □ | Gisborne Region | □ | Nelson Region | □ | Area Outside Regions |
| □ | Hawke's Bay Region | □ | Marlborough Region |  |  |

1. Using the fun toolkit and other survey methods to gather opinions in child computer interaction In IDC '06: Proceeding of the 2006 conference on Interaction design and children (2006), pp. 81-88 by Janet C. Read, Stuart Macfarlane [↑](#footnote-ref-1)