

Design of survey essay

[Business](#), [Management](#)



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Introduction

Attitude Survey is a great assessor of behavior, no matter whether it is a commercial application or a social research attitude survey, attitude surveys can really help to answer some tough questions. The attitude of an individual is distinguishable and unique due to different personality traits and interests hence overall it is a very important channel to determine the behavior that a person may develop due to a certain attitude. The attitude effectively helps to determine the behavioral thoughts, feelings actions and cognitive effects; hence it is used to reveal the actual preference of an individual of a group on a certain issue.[CITATION Hog07 | 1033]

The attitude survey is basically a response based analysis, where the responses suggest a kind of attitude displayed by a group and helps to understand and determine the results accordingly. In this paper we will look at the attitude survey on employee reaction due to increase in work timings.

In order to get the maximum responses a dual approach is obtained where all the employees receive a set of questionnaire in the form of a link that they have to click and take the survey, secondly those who don't want to do that online may fill up manual survey forms available and put them in drop box. It was a challenge to reach above 90% response rate and in order to achieve that this was made a mandate for each employee. [CITATION Rog00 I 1033]

Considering the huge number of responses, it was important to develop a scale which will make it easier to deduce the inference and therefore the responses were divided between (strongly disagree, disagree, no answer, agree and strongly agree), all these were rated from (-2,-1, 0, 1 and 2) respectively, this really helped to ensure that the calculations are in place and it is easy to find the preference of the customers from a question-to-question basis. Calibration issues were also expected however in order to avoid that, similar questions appeared twice in the survey with a different verbatim and this helped to reduce any error to due calibration and understanding. [CITATION Hog07 I 1033]

Administration of Survey

In order to ensure that the survey is administered well and provides an honest option there were certain steps taken and the first one was to ensure that each survey is recognized by the employee reference number and not by names. The administration was done by a specially derived team, which managed the online and manual responses and also helped to eradicate any duplication, if present. [CITATION Tre08 I 1033]

In order to avoid skewed results due to the biases the survey access was

restricted to the user only and specific location is given for each respondent so that universal tendency may be avoided. The administration team is an external team which does not have any part to play in the organization and is only limited to administration of the survey and calculation of results.

[CITATION Tre08 I 1033]

Scoring of Survey

The scoring of the survey is briefly discussed above however, if we analyze in detail, the approach which is taken here is on the basis of Likert scale and will help us to know the employee preference from question to question, as the total of each score, per question, per response can be calculated and that will help us to deduce accurate inference on the basis of attitude of the employees towards the questionnaire. [CITATION Tre08 I 1033]

Interpretation of the Survey Results

Once all the responses are received they are analyzed and the scoring helps to get the final scores for each question, now the mean of the responses according to the number of respondents we get the final scores from all the responses and hence we are able to understand the kind of response that the employees will have with respect to change in the timings that they work and what kind of compensation will they like to take in return of the extra time that they are working. [CITATION Hog07 I 1033]

Conclusion

Attitude survey really helps to understand the kind of perception that an individual or a group has on a certain issue, this is very helpful in understanding the result of a certain decision and the kind of response that

may be expected from a group of people. As we have seen in the above example, that in order to get accurate results of a survey we must ensure that the administration, scoring and interpretation is customized according to the survey needs and all the participation of the respondents is equally divided and is free from biases.

Questionnaire

1. How likely are you to accept the increase in timing of your work by half-an-hour due to business requirements?
2. In return to the increase of work timings would you prefer a longer break?
3. In return to the increase of work timings would you prefer a proportionally higher salary?
4. In return to the increase of work timings would you prefer an extra leave?
5. Do you think getting more time in office will help you to learn more?
6. Would you like to volunteer at times when more work is required due to business requirement?
7. If training facility is available after office hours, I would like to take the opportunity.

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