



Silver Cross Emergency
Medical Services System



Lead Instructor CE April-June 2021 Surveys and Data Analysis

Completion of Powerpoint and Quiz is worth 3 CEUs under 071000E1221

Course Contents

- Audience
 - Demographics
- Platform
- Question composition
- Using the Information



Introduction

- The position of Lead Instructor is a weighty position. How do we learn what needs to be passed on to our students. Do we follow the masses and teach the popular topics?
- Better if we identify the gaps in the students knowledge and fill them. How do we do that?
- Asking question is a good way to learn, and in todays data driven world it is easier than ever.
- We have access to the internet and ready made survey platforms, but which to choose?
- From whom, and how, do we request the data?

Audience

- EMS Lead Instructors do not usually have the luxury of having all our students in same age range, economic class, or educational equivalency. Our “audience” is varied in all aspects including experience level.

Audience

- We educate everyone from the rawest recruit to the saltiest “Barn Boss”. Our challenges are real and varied, and addressing the variances in experience with education is not a simple task.

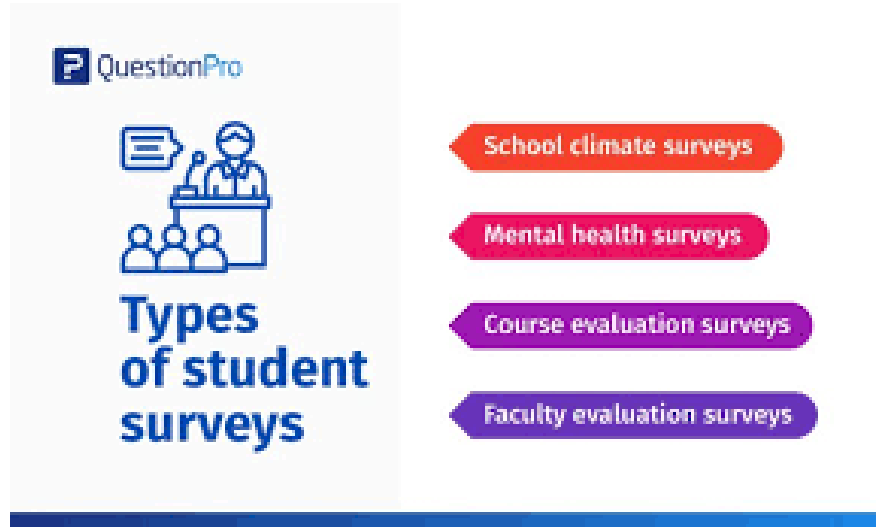
Survey Platform

- Research can usually be divided into three groups
 - Exploratory
 - Investigate a problem which is not clearly defined
 - Descriptive
 - Answers what, where, when, and how questions
 - Casual
 - Investigation of cause relationships



Survey Platform

- Surveys can be divided into different types
 - Online
 - Survey Monkey
 - ProProfs Survey Maker
 - Typeform
 - Google Forms etc....
 - Paper
 - Questionnaire
 - One on one interview
 - Telephone
 - In person
 - Digital Meeting Format



Online

- A survey tool is digital software that allows you to make and send thousands of surveys. The surveys provide you with data you can analyze to see what you are doing right versus what you need to improve. Most survey tools come equipped with survey templates and sample questions
- Each has its own offerings and fee schedules. See their webpages for a definitive breakdown.

Paper

- Paper surveys provide an efficient way of targeting feedback from participants without access to a phone, online services, mobile devices, or those who refuse to respond to other types of surveys.



One on One Interview

- The one-to-one interview helps researchers gather information or data directly from a respondent. Usually 30 minute to one hour in

Length

Respondent may give different answers in person from what they would provide via online platforms.

Requires interviewing skills as well as tactics for eliciting information.

Question Composition

- Use Simple, Direct Language. Avoid using big words, complicated words, and words that could have multiple meanings. ...
- Be Specific. ...
- Break Down Big Ideas into Multiple Questions. ...

Question Composition

- Avoid Leading Questions. ...
- Ask One Thing per Question. ...
- Use More Interval Questions.



Using the Information

- Start with the end in mind – what are your top research questions?
- Filter results by cross-tabulating subgroups.
 - Enables examination of relationships within data
- Interrogate the data.
 - Investigate anomalies
 - Confirm Relationships



Using the Information

- Analyze your results.
- Draw conclusions.



Conclusion

- Conducting a survey can be a rewarding experience and a lot of data can be extracted from the results, if the process is properly conducted.
- Good planning, detailed presentation, and careful handling of the data will yield information which can be invaluable in advancing the project you are working on.

Citation

- Research- <https://www.questionpro.com/blog/exploratory-research/>
<https://www.scribbr.com/methodology/descriptive-research/>
https://en.wikipedia.org/wiki/Causal_research
- Platform - <https://www.omniconvert.com>,
<https://www.snapsurveys.com> <https://www.questionpro.com>
- Questions - <https://zapier.com> <https://getthematic.com> Data -
<https://www.snapsurveys.com> <https://justinhay.wordpress.com> .