

SURVEY DEVELOPMENT

This survey development training was designed to provide program managers and their staff with basic tools and skills to design and implement effective surveys within their HIV/AIDS programs and services. Survey development was the most requested service from our technical assistance program in 2003 as well as one of the key findings from the Los Angeles County Evaluation Capacity Needs Assessment conducted in 2002.

There are six objectives for this training:

1. To use specific objectives in the design of a survey.
2. To distinguish between the different types of survey instruments.
3. To describe the different types of questions and response categories.
4. To design effective surveys including questions that are precise and appropriate.
5. To understand the basic concepts of survey sampling methods.
6. To distinguish between validity and reliability and to better understand their characteristics.
7. To establish protocol for pilot-testing and implementing surveys.

Note: This workbook is not intended as a comprehensive training of every procedure and issue in survey development. Instead, it provides basic concepts and tools to help guide and inform community-based organizations.