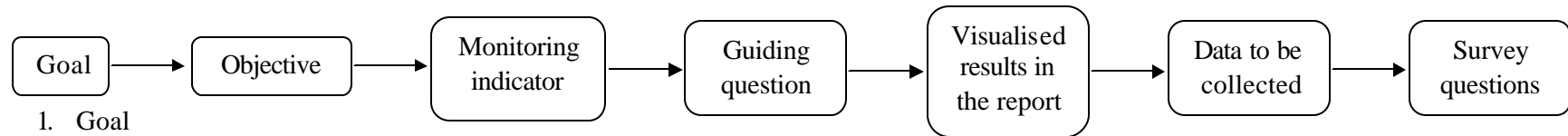


Survey instrument design

Very often, when asked to design survey instruments, the first thing that we do (usually with much enthusiasm) is to start formulating questions for interview respondents. We may add more and more interesting questions until we lose sight of the aim that we started with and how we will report on what we have found to an audience of readers or in a workshop or meeting to assist them with coastal management decision-making. Although perhaps less exciting, a more systematic and thorough approach is to follow seven basic steps, the end result being the field questions.



1. Goal

Review the goal of the monitoring, remembering that the investigation is supposed to be repeated periodically to create a time series of data and information from which trends can be deduced and predictions made that are useful for management

2. Objective

There may be several objectives linked to a goal. Review these and ensure that the relationship to the overall goal is a good fit for each

3. Monitoring indicator

Each objective should have one or more monitoring indicators linked to it. These are the S and K series of SocMon indicators. Often several indicators are needed to address an objective, such as several indicators addressing governance or use of marine resources.

4. Guiding question

The Soc Mon manual contains examples of specific questions that can be used to measure each indicator, but before getting there you should ask yourself a guiding question that gets in plain language to the couple of core elements of the objective and indicator(s)

5. Visualised results in the report

In order to share your results with others and show that you have addressed the goal and objectives agreed to in the inception workshop you are going to have to present results in some kind of report. The report will contain tables and graphics with some text explaining the findings that provide the answer to the guiding question and hence allow the research objective and goal to be achieved. Visualise what the results must look like for research objective and goal to be achieved. Perhaps, for example, you need several tables or charts showing use of a resource by geographic area, age, education and participation in particular organizations in order to comment on the objective. It is very important for you to think, early in the design process, of what the results must look like in order to communicate your findings.

6. Data to be collected

Think now about the data to provide the results required. This determines the specific questions to be asked, their structure and analysis

7. Survey questions

Now you can formulate the specific questions to yield data, knowing exactly how they are going to be worked into results in your report.