Designing a Questionnaire

Collecting insights on the impact of Personal Tutorials for 1st Year Students

CSS Student Survey

BA Animation | Year 1 | UAL London College of Communication

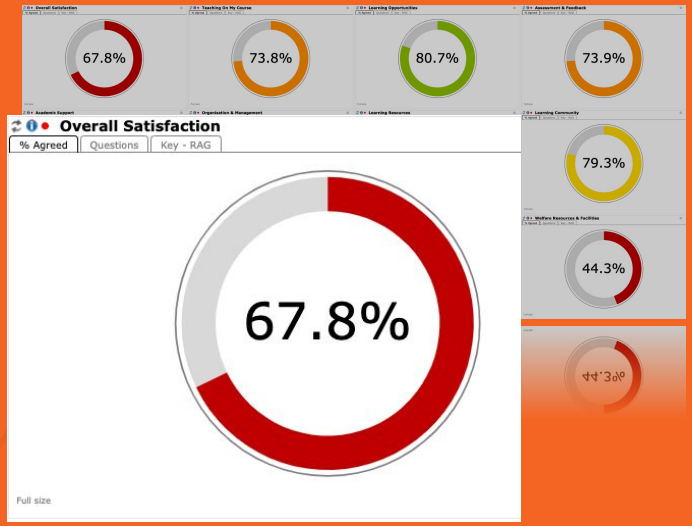
Academic Year

2021 /22

What went wrong?

CSS Student Survey 2021/22

- Overall Satisfaction: 67.8%
  - Student Voice: 65.5%
  - Organisation & Management: 57.4%
  - Welfare Resources & Facilities: 44.3%
    - *Mental Wellbeing Services (2023)*



What can we do?

Student Voice | Organisation | Well being

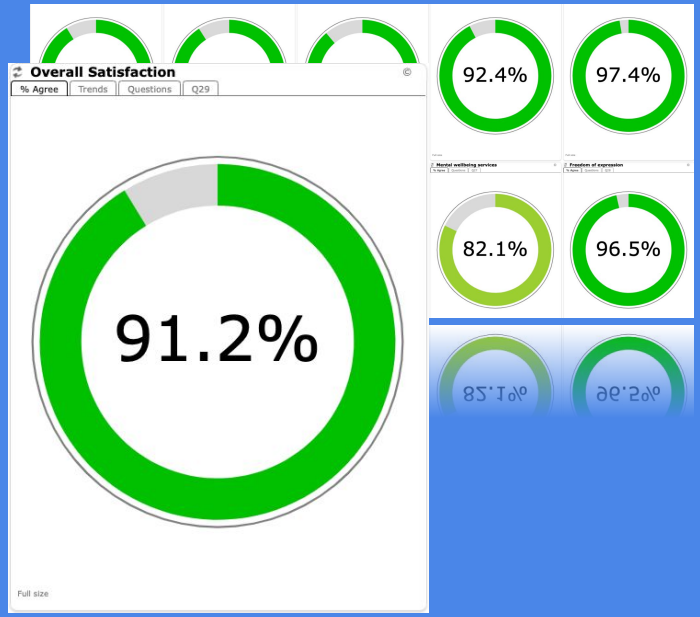
- Personal Tutorials *[former pastoral]*
  - One on one meetings *[voluntary]*
  - ~ 20 minutes per students
    - Confidential
    - Getting to know each student
      - *history, identity, concerns, hopes & prospects*
    - Clarify course structure and content

** Year 1 Lead conducts all tutorials, maintaining contact and records.*

Well done!

CSS Student Survey 2022/23

- Overall Satisfaction: 91.2%
  - Student Voice: 79.5%
  - Organisation & Management: 82.8%
  - Mental wellbeing services: 82.1%



What changed?

- What changed?
  - Cohort size
    - From 150 students (21/22) to 94 (22/23) students
  - Course Content Year 1 (Block 1&2)
    - Minor adjustments in all Units
  - Organisation & Management
    - Minor adjustments in all Units
  - **Personal tutorials**
    - Student voice
    - Well being
    - Course clarity

To investigate: **An Online Questionnaire**

Research Question

How to [best] retrieve feedback from 1st Year Students
*in relation to their **Personal Tutorial**,*
*focusing on its impact on their **academic experience**,*
well-being** and **sense of belonging
when transitioning into higher education.

Intervention

Designing a custom questionnaire, focusing on the most problematic categories informed by the CSS Student Survey

Basic Structure of Questionnaire

- Voluntary and Anonymous
- Data Storage and Safety
- Agreement and Consent
- 11 Questions in Questionnaire [Pilot]
  - Student Voice
    - Do students feel seen, heard and understood.
  - Organisation & Management
    - Do students gain clarity on course structure and academic journey
  - Mental wellbeing
    - Do students feel safe to reach out, have community and a sense of belonging
  - Anything else in relation to your Personal Tutorial
    - Free text [not required]

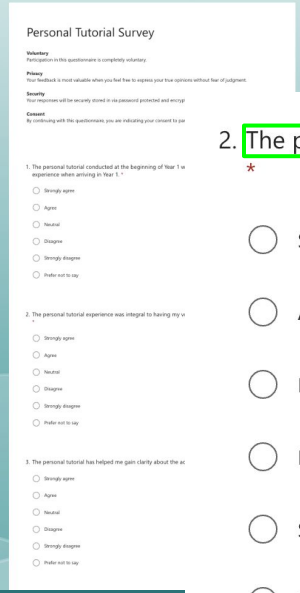
Research

Psychology of question and questionnaire development

- Clarity, conciseness, terminology, timeframe *[TIP SHEET ON QUESTION WORDING; Harrison, C. (2007); Harvard University]*
- Types of Questions
  - Open ended questions *[Writing Survey Questions; PEW Research Center]*
    - Free Text
  - Closed ended questions
    - *Agree* or *Disagree* on a statement
    - Rating Scale
    - Verbal labels for response options
    - 6 response options per scale
- Sequencing of questions *[Best Practice Questionnaire Design; Imperial College London]*
  - From “more” to “less”-important questions
- Measuring Change over Time
  - Consistency of questioning into the future

Online Questionnaire

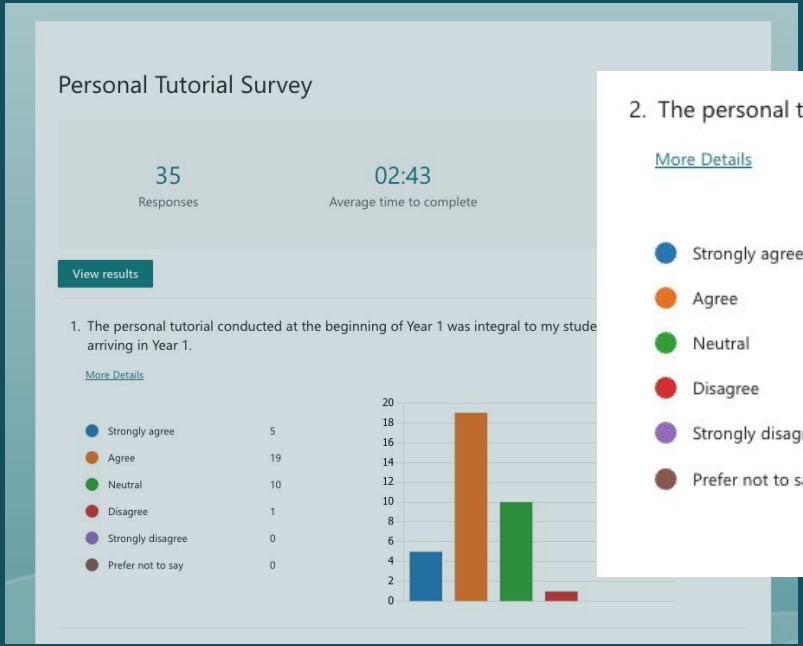
Personal Tutorial Survey



2. The personal tutorial experience was integral to having my voice heard as a student in Year 1. *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Prefer not to say

Results


Personal Tutorial Survey
35
Responses
02:43
Average time to complete
View results
1. The personal tutorial conducted at the beginning of Year 1 was integral to my stude
arriving in Year 1.
More Details
Strongly agree 5
Agree 19
Neutral 10
Disagree 1
Strongly disagree 0
Prefer not to say 0
20
18
16
14
12
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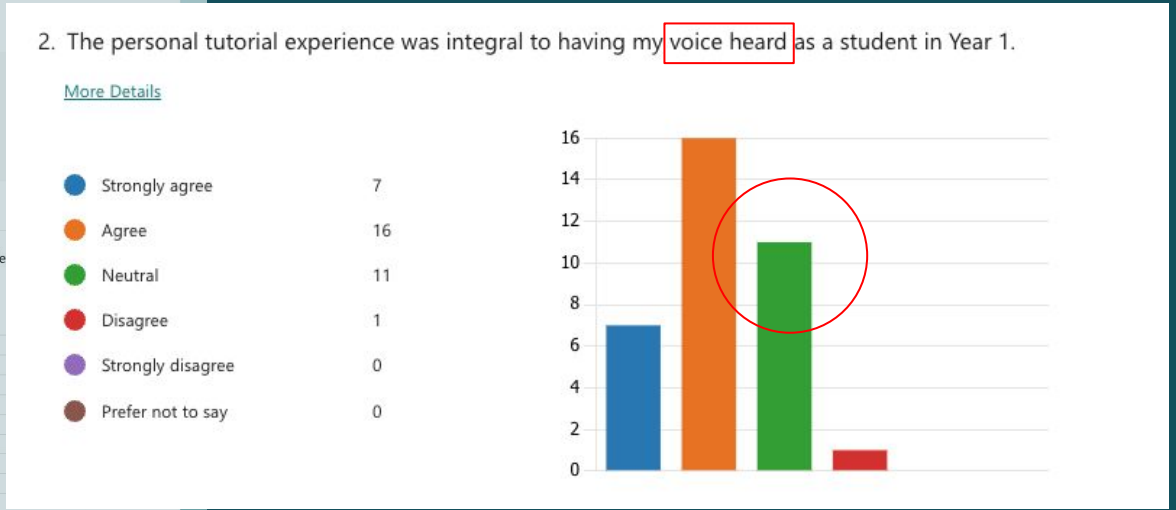
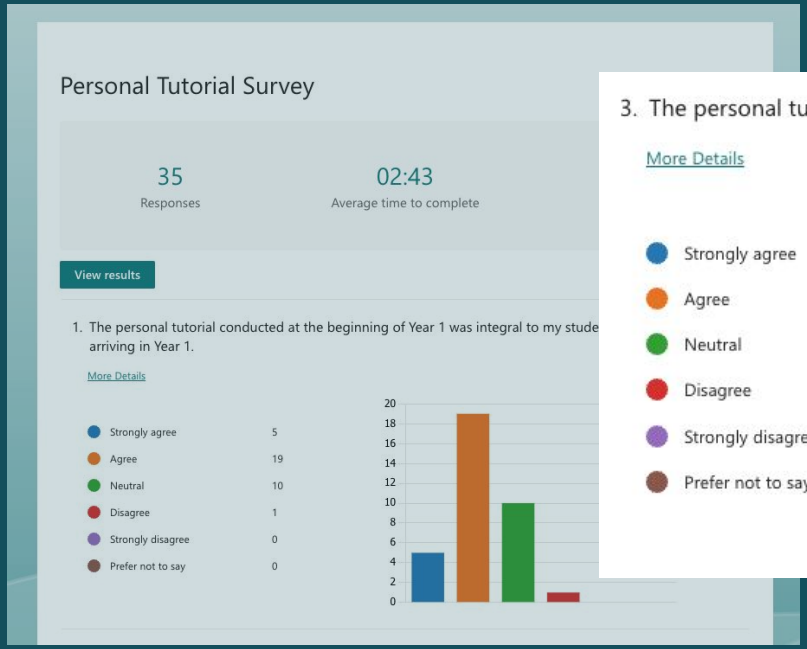

2. The personal tutorial experience was integral to having my voice heard as a student in Year 1.
More Details
Strongly agree 7
Agree 16
Neutral 11
Disagree 1
Strongly disagree 0
Prefer not to say 0
16
14
12
10
8
6
4
2
0

Results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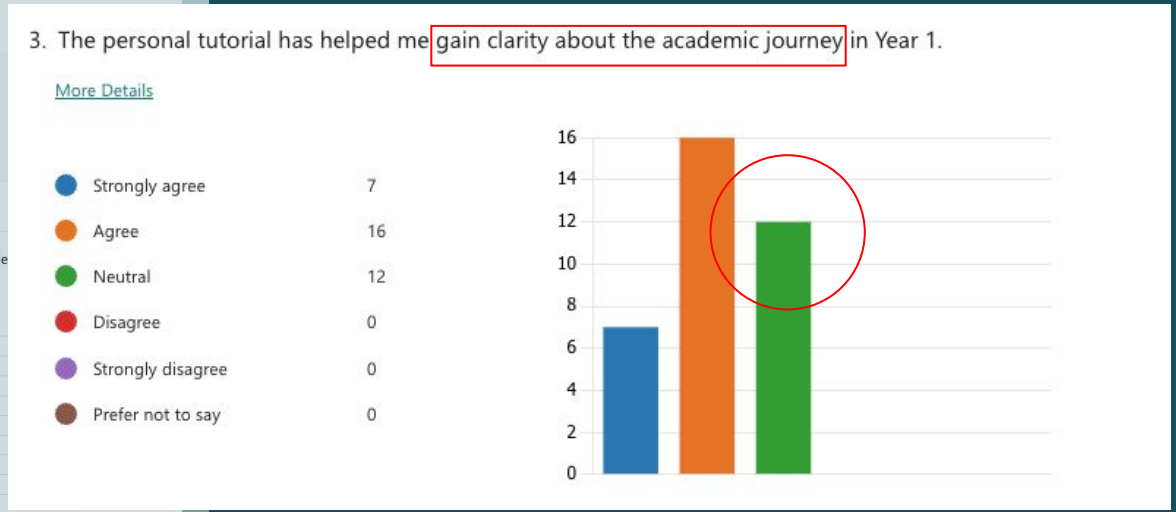
3. The personal tutorial has helped me gain clarity about the academic journey in Year 1.
More Details
Strongly agree 7
Agree 16
Neutral 12
Disagree 0
Strongly disagree 0
Prefer not to say 0
16
14
12
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8
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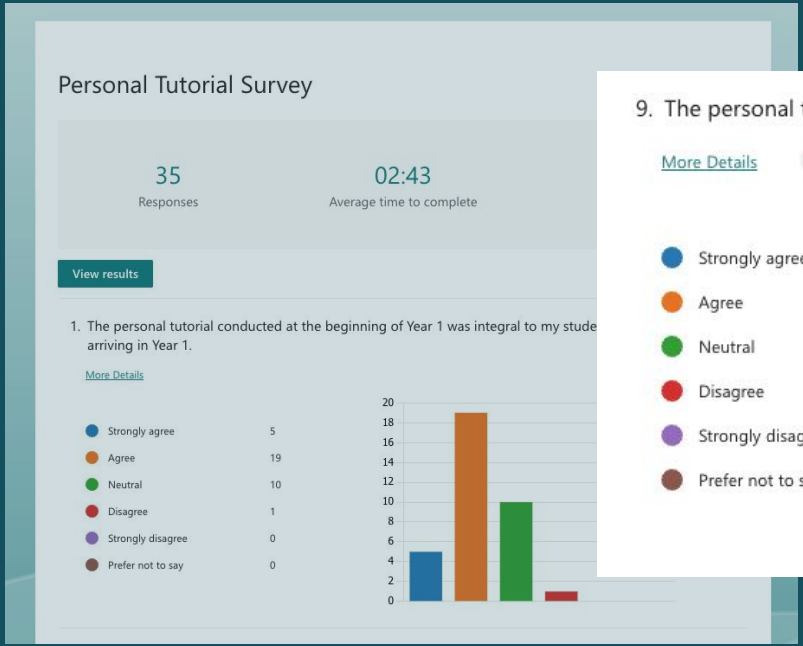
4
2
0

Results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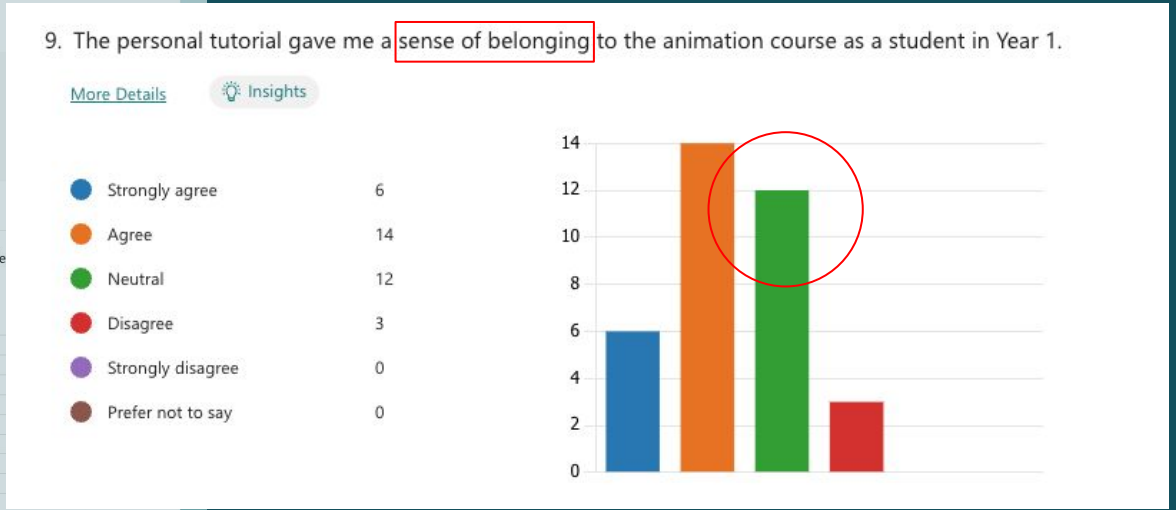
9. The personal tutorial gave me a sense of belonging to the animation course as a student in Year 1.
More Details
Insights
Strongly agree 6
Agree 14
Neutral 12
Disagree 3
Strongly disagree 0
Prefer not to say 0
14
12
10
8
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4
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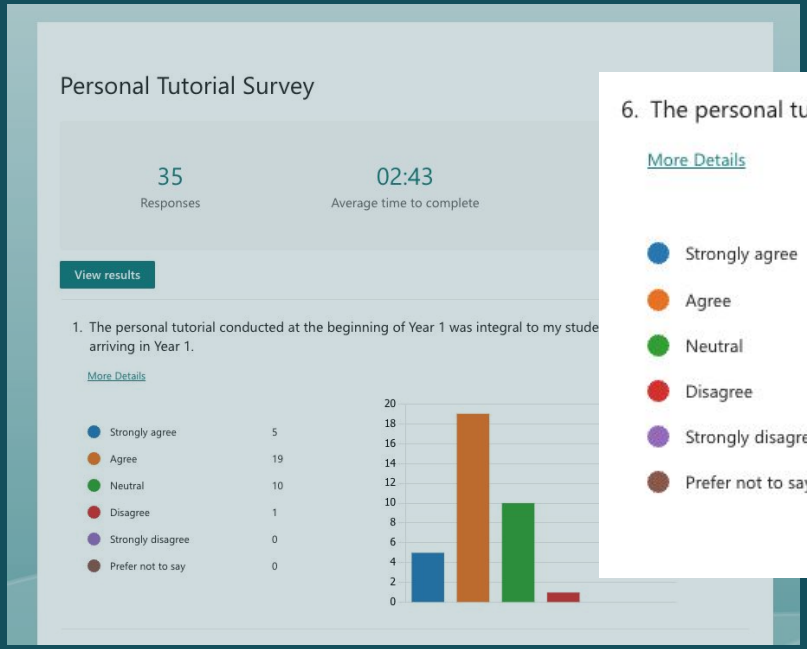
Results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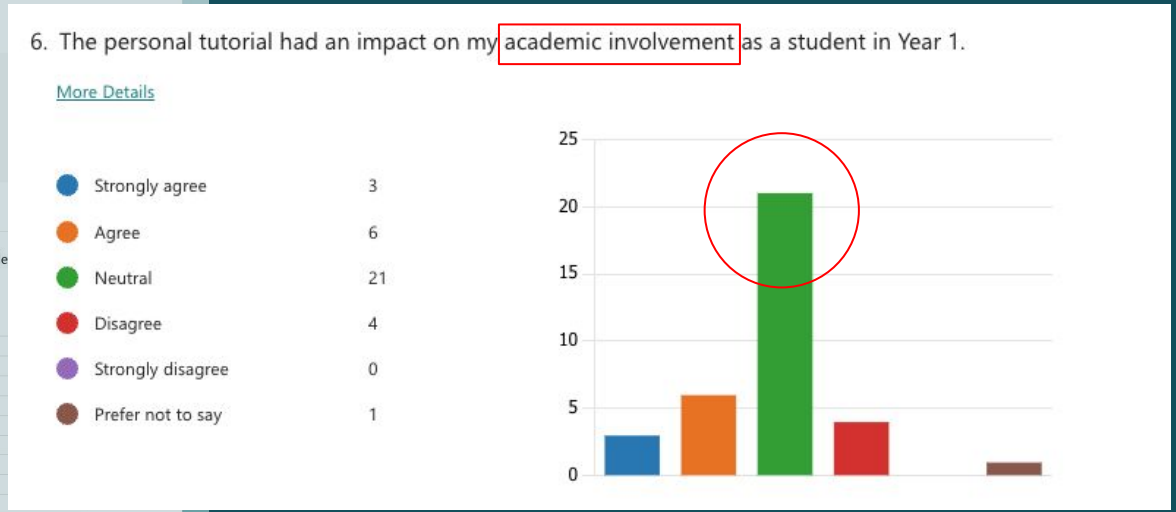
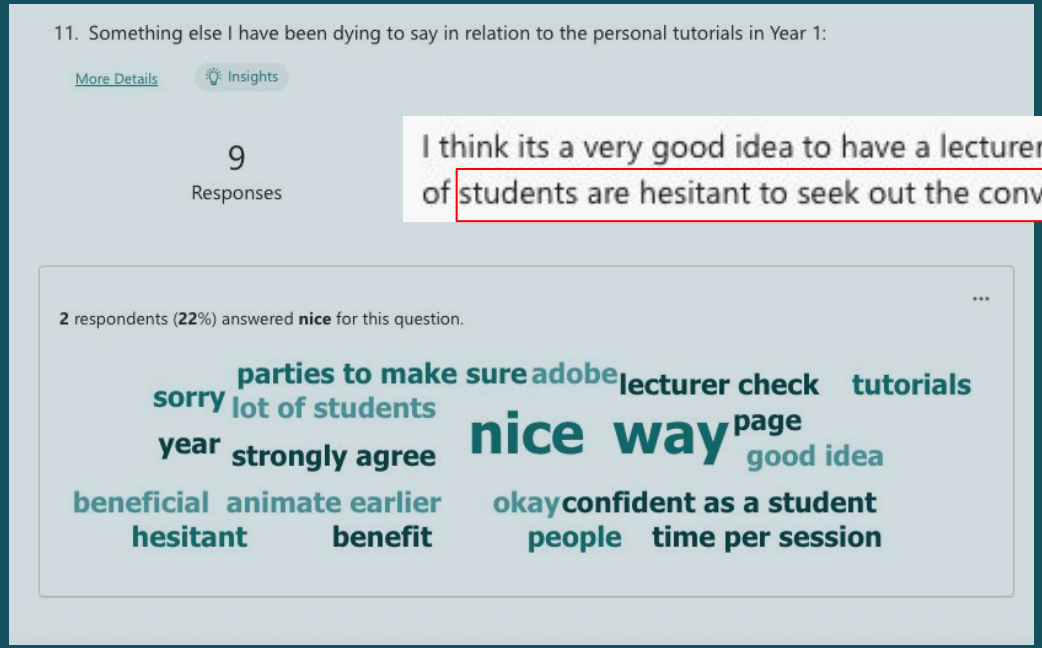

6. The personal tutorial had an impact on my academic involvement as a student in Year 1.
More Details
Strongly agree 3
Agree 6
Neutral 21
Disagree 4
Strongly disagree 0
Prefer not to say 1
25
20
15
10
5
0

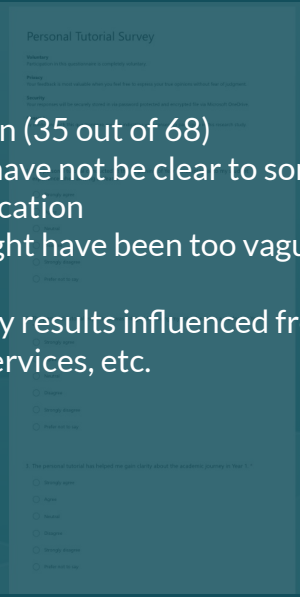
Free Text


11. Something else I have been dying to say in relation to the personal tutorials in Year 1:
More Details
Insights
9
Responses
I think its a very good idea to have a lecturer check in and ask people to meet as it seems a lot of students are hesitant to seek out the conversations themselves.
2 respondents (22%) answered nice for this question.
parties to make sure
adobe
lecturer check
tutorials
sorry
lot of students
year
strongly agree
nice
way
page
good idea
beneficial
animate
earlier
okay
confident as a student
hesitant
benefit
people
time per session

Findings

Future Improvements

- 51% Student participation (35 out of 68)
- Context of survey might have not be clear to some students
    - Free Text is an indication
- Some of my questions might have been too vague and not specific enough
- Calibration
    - Thoughts on survey results influenced from outside sources, such as Time Tabling, Student Services, etc.



Personal Tutorial Survey

Thank You!

References

- Krosnick, J., Presser, S., Wright, J. and Marsden, P. (2009). **Question and Questionnaire Design**. Handbook of Survey Research (2nd Edition)
- Harrison, C. (2007). ***TIP SHEET ON QUESTION WORDING***. Harvard University.
- Kirk-Smith, M. (1998). Psychological Issues in Questionnaire-Based Research. *Market Research Society. Journal.*, 40(3), pp.1–12. doi:https://doi.org/10.1177/147078539804000303.
- Pew Research Center (2021). ***Writing Survey Questions***. [online] Pew Research Center. Available at: https://www.pewresearch.org/our-methods/u-s-surveys/writing-survey-questions/.
- Imperial College London (n.d.). ***Best practice in questionnaire design***. [online] Imperial College London. Available at: https://www.imperial.ac.uk/education-research/evaluation/tools-and-resources-for-evaluation/questionnaires/**best-practice-in-questionnaire-design**/.