

MIT Sampling Methodology

Survey Population

The survey will solicit feedback from four customer communities: faculty, researchers/other academics, students, and administrators. For some analysis, students will be broken down further into graduates and undergraduates.

Selection Criteria - All Communities

- Must have a MIT certificates.
- Must have an email address.
(This may exclude 600 persons not already excluded under the administrative category below.)

Selection Criteria - Faculty and Research Academic

- Tenured, Tenure Line, Appointment Line are included.
- Visiting faculty and research staff are not included.

Selection Criteria - Students

- Includes undergraduates and graduates.

Selection Criteria - Administrative

- IS staff are excluded - 200.
- Bargaining units are excluded - 800.

The table below presents a summary of the population and sample size estimates that result from applying the above criteria.

MIT Sample Size Estimates

| Group | Initial Population Size | Adjusted Population Size | Percent of Adjusted Population | Target Sample Size | Anticipated Response Rate | Initial Sample Size |
|-------------------|-------------------------|--------------------------|--------------------------------|--------------------|---------------------------|---------------------|
| Faculty | 1,000 | 1,000 | 5% | 100* | 20% | 350 |
| Research/Academic | 3,800 | 3,200 | 18% | 100 | 40% | 250 |
| Undergraduates | 4,200 | 4,200 | 23% | 100 | 50% | 200 |
| Graduates | 6,200 | 6,200 | 34% | 100 | 50% | 200 |
| Admin Staff | 4,600 | 3,600 | 20% | 100 | 40% | 250 |
| Total | 19,800 | 18,200 | 100% | 500 | 40% | 1250 |

* See the first note below.

Notes:

- The Faculty Target Sample Size is comprised of two parts:

- 50 of the 100 faculty will be the result of a 20% anticipated return rate on a random sample of 250 who will receive an invitation to complete the online survey.
- The other 50 of 100 faculty will be selected and surveyed in person by the Academic Liaisons. This group of 50 faculty will be selected from a separate sample pool of about 100 faculty identified as potentially having specific technology issues.
- The Target Sample Size was derived assuming a Confidence Interval of .20 and a minimum Confidence Level of 95%.
- Assuming that the anticipated response rates are reasonably accurate, for any cumulative statistics each group will represent approximately 20% of the total. This will result in relative over weighing of the faculty and under weighting of graduate students. The other three groups are relatively close to their percent of the adjusted population.
- There may be some fluctuations in the population numbers by the time the sample is drawn for the survey, but the Target Sample Size and Initial Sample Size will remain the same.

Demographic Data

There will be an attempt to use a sample data source that includes demographic information such as gender, length of service, age, and academic year (students). Additional fields may be included.

Next Steps:

- Draw a test sample - mid September.
- Develop specifics for invitation, incentives and reminders.