

Analyzing the Results

There are three key questions that relate to analyzing the results:

- What data points should be captured?
- What is the best format for presenting the data?
- Are there any adjustments that will enhance the accuracy of the data?

The chart and table below reflect the basic level of information that is available for any given satisfaction question from the general survey.

[Chart and Table Sample]

One of the challenges of working with the volumes of data generated by the survey is highlighting areas that people should be paying attention to. One approach is to create lists that break out areas where 20% or more of respondents are dissatisfied, and areas where 80% or more of respondents are satisfied. Because we have historical data to look back at, we also look for changes from survey to survey, particularly those showing dramatic movement (.25 or more change in the mean).

A basic tenet of the survey is that the results should accurately reflect the experiences of the sample population. This includes considerations about the relative representation of various cohorts, such as faculty, students, etc. in the official rating for "All." For various reasons, different cohorts may have different response rates. It is also possible for an individual cohort to have views that are strongly distinct from the other cohorts. While there may be some justification to weighting the results of a given cohort differently, this is a very delicate matter to address and should never be done lightly. It has never been done for IS&T's customer satisfaction surveys.