



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY

SURVEY INSTRUMENTATION AT SESRC

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OUTLINE

1. SESRC Background
2. SESRC Services
 - Examples of interdisciplinary research
 - Puget Sound – evaluation services

BACKGROUND



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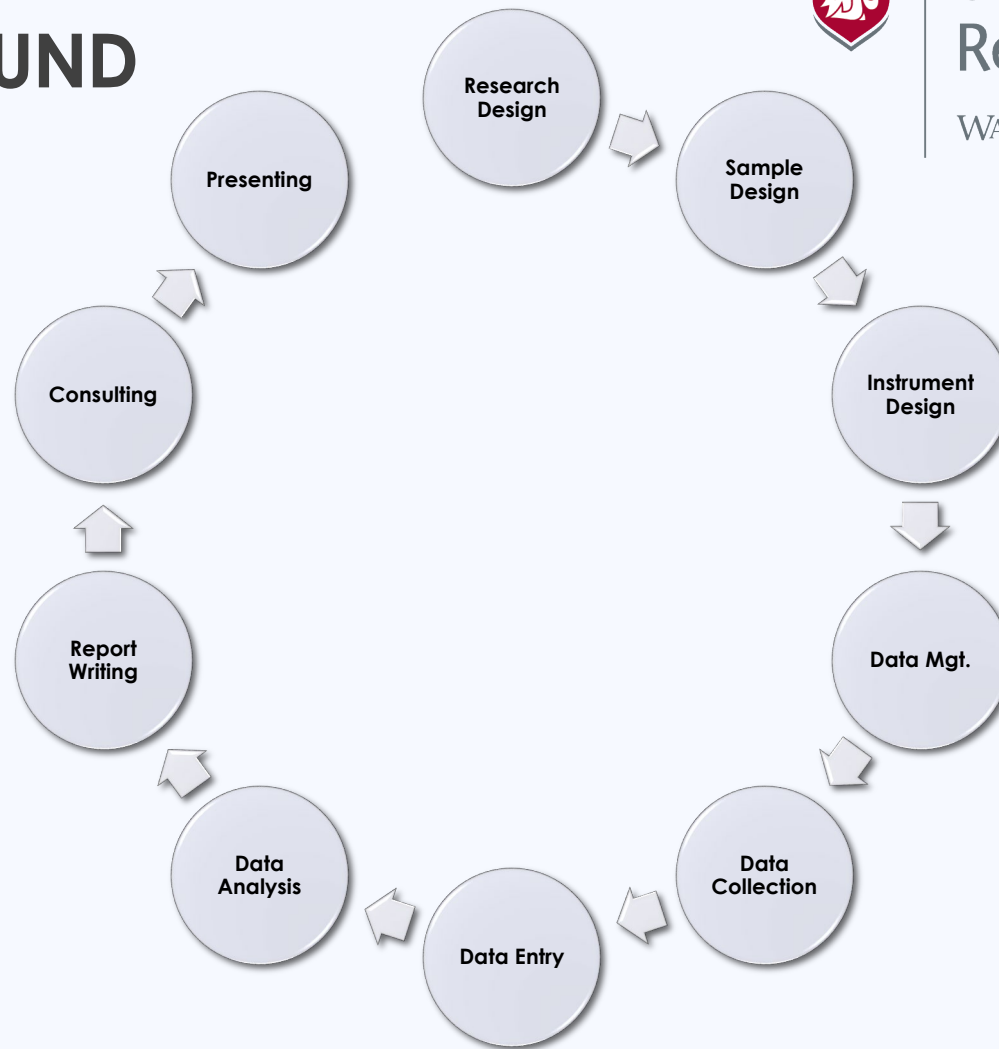
- Largest university-based survey research center in the Pacific Northwest with over 50 years of professional experience in social science research.
- One of the interdisciplinary units overseen by the WSU Office of Research.
- The SESRC is a not-for-profit, self-sustaining entity within the University.
- Tailored Design Method (TDM): Developed by Dr. Don Dillman, WSU Regents Professor.

BACKGROUND



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SERVICES



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- DCWorks: proprietary survey management software
 - Manage and collect survey data using web, phone, postal mail, and mixed modes.
 - Integration with secure servers and HIPAA and FERPA compliant data security features
- 60-station telephone survey lab
- High-speed printing and mailing facility
- Keypunch and data processing facility
- SESRC Survey Design Clinic
 - **FREE Consulting Services** for WSU students, faculty, and staff.

SERVICES



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- Expertise in online, telephone, postal mail, and in-person data collection
- Custom web application development and testing
- Basic and applied survey research support
- Program assessment and evaluation expertise
- Survey instrument design
- Survey sample design and procurement
- Data management services
- Social science data analysis expertise
- Quantitative and Qualitative analysis
- Reporting and presenting research results

SERVICES: EXAMPLES OF INTERDISCIPLINARY RESEARCH



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- A survey of Water Managers' Response to Wildfire
 - NSF and NASA sponsored web + phone survey of PNW water managers to develop a decision making tool for mitigating wildfire
 - Response rate of 45%

- California Renewable Energy Survey
 - Web + paper, and \$1 pre-incentive of California residents (solar adopters and non-adopters) to learn about differences in perceptions of solar and battery storage.
 - 3,409 individuals responded to the survey

SERVICES:

EXAMPLES OF INTERDISCIPLINARY RESEARCH

DATA ANALYSIS



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Summary statistics and predictive modeling

- Survey of Wall Station Preferences
 - Hypothesis testing designed to build on existing research on lighting control preferences

- Energy Use on WSU Campus
 - Hypothesis testing designed to develop a tenant engagement program related to energy use on campus.

SERVICES:

EXAMPLES OF INTERDISCIPLINARY RESEARCH

DATA ANALYSIS



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Qualitative Analysis

- Public Perceptions of Elk Hoof Disease in Washington State
 - Qualitative analysis of survey responses using NVIVO.
 - Results will inform public outreach efforts on issues of Elk Hoof Disease, as well as to inform wildlife management of public sentiment around different management approaches.

SERVICES:
PUGET SOUND DIVISION
EVALUATIONS



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Creating
evaluation
plans



Designing
instruments



Collecting and
analyzing
quantitative
and qualitative
data



Writing reports



Presenting
results

SERVICES:
PUGET SOUND DIVISION
EXAMPLES OF INTERDISCIPLINARY WORK
GRANT EVALUATIONS



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NSF Grants Evaluated	Disciplines of Grants Evaluated		Clients
ATE	Agriculture	Engineering	Universities
IUUSE	Biology	Geoscience	Community Colleges
ITEST	Biotechnology	Geospatial Technology	K-12 Schools
TUES	Chemistry	Marine Science	Federal Agencies
IGERT	Computer Science	Robotics	State Agencies
CAREER	Cybersecurity	Numerous	Non-profit
Other Federal Grants Evaluated		Interdisciplinary Projects	Organizations
DOL: TAACCCT			Private Companies
DOE: GEAR UP			
USDA: LFPP			

CONTACT US



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