

7.02.02

Performance Measure

RCLS 425 Evaluation in Recreation and Leisure Services

Phase III: Survey Research Report And Final Recommendations

Due: 6/3/2015 (100 pts.)

(Note: The oral presentation is also worth 100 pts.)

The purpose of this report is to write up the results and conclusions of your survey instrument, and to provide some overall recommendations regarding the entire evaluation project. Similar to the Phase II write-up, you are asked to discuss your rationale for the methodology, (i.e., why and how you designed your instrument), as well as perform some basic descriptive statistics, which will be reported in the analysis section.

IMPORTANT!!!: In most cases, you will need to refer to ***and cite*** your class text in order to provide me with complete responses to the following questions.

Methodology

In this section of the report, discuss the focus group themes, which your group believes were the most important to further probe with a survey instrument. Why and how did you decide these themes were the most appropriate ones to further investigate? If more than one theme was investigated in your instrument, please tell me which ones you chose and why. There is no “wrong” answer to this question as long as your rationale is appropriately linked to the reported theme(s) of your focus group effort, and the stated purpose and criteria of your study. If the purpose of your study changed (after the focus group effort), this is the section to explain your change in direction.

- Please provide a clean and complete copy of your survey instrument (not marked).
- Introduce and explain the types of questions used in your survey instrument, i.e., likert scales, semantic differentials, ranking, self-assessment, and demographic/background questions (just explain the types used in your instrument). Explain your rationale for choosing each type/style of question included in the instrument (i.e., what kind of information were you seeking if you chose to use likert scales?).
- Explain the level of data (nominal, ordinal, interval, or ratio) that each question was designed to measure.
- Explain how you wrote and organized your instrument (i.e., how were questions worded, ordered, and grouped together? How did you make the instrument visually appealing?).
- Explain the primary purpose(s) of descriptive statistics and what you will be able to do with this information based on the nature of your sampling method (convenient sampling).

Analysis / Findings

- For this section... Remember, the use of visuals (tables and graphs) can greatly enhance the overall “readability” of a report.
- Using (2) of your demographic/background questions (nominal data); provide frequency counts and percentages in the form of a table (for each).
 - N= the total number of surveys filled out and analyzed. (N) should be listed with each table.
 - M= is the most frequently occurring value and should also be listed with each table
 - * (If you decide to report on age, please also include the median age)

- Using (2) of your interval level data questions, i.e., likert scales and/or semantic differentials, provide the mode, median, and mean for each question.
- Using (1) of your interval level data questions, provide the calculated variance and standard deviation for that question.
 - Identify where 68% of your scores should fall (on the normal distribution curve) based on one standard deviation above and below the mean, i.e., mean=2.3, SD=1.1, therefore, 68% of the scores should fall between 1.2 and 3.4.
- Students are required to submit all final calculations on an Excel spreadsheet (using the functions of Excel to perform all operations). This will be explained further in class. I do not want hand calculations. Please submit excel file as a second file upload on your Phase III Canvas Assignment submission.
- Per class lectures, you MUST limit your analyses to those appropriate for the type of variable in question. You will lose points if you run the incorrect analyses on data that cannot handle it!

Conclusions

- Based only on the survey questions you have analyzed for this phase of the project, describe and summarize the characteristics of your data. This is where you provide for me (in a written format) what has been learned as a result of implementing your survey instrument in the RCLS 425 Evaluation Class.
- Remember, you cannot predict or infer any of these results to the larger population from which they were drawn (RCLS department or campus community). You might want to consider using the following language when you report numbers: (example wording)
 - Of the 54 students surveyed in RCLS 425, 30% were male and 70% were female.
 - When asked how they would rank their willingness to allow recreational drugs on a high risk adventure, 90% of the students surveyed in RCLS 425 indicated that they were strongly opposed to this behavior, etc., etc.
- You do not need to report on all of the data calculated in this section (other than the four required questions); however, you do need to present a complete picture of the findings and their relationship to the evaluation criteria.

Recommendations

- Taking into consideration the results and conclusions from both phases of this project (focus groups and survey instrument) provide some recommendations for the future. This might include recommendations for change or improvement, as well as suggestions for possible future evaluations.

Methodology - Qualitative themes explored	5 pts
Methodology - Clean copy of instrument	5 pts
Methodology - Types of questions used	5 pts
Methodology - Level of data obtained	5 pts
Methodology - Instrument Organization	5 pts
Methodology - Purpose of descriptive statistics	5 pts
Analysis/Findings - Demographic Question # 1 (Freq., Percentages, N,& M)	6 pts
Analysis/Findings - Demographic Question # 2 (Freq., Percentages, N,& M)	6 pts
Analysis/Findings - Interval Level Question # 1 (mode, median, mean)	6 pts
Analysis/Findings - Interval Level Question # 2 (mode, median, mean)	6 pts
Analysis/Findings - Variance and Standard Deviation (SD +1/-1 - where 68% falls)	6 pts
Conclusions - Data Summary	10 pts

Recommendations

10 pts

APA, Grammar, Sentence Structure, etc.

20 pts

Total Points: 100