

Worksheet

Title: Surveys and Feedback Responses: Reliable Sources of Accurate Data

Purpose: The aim is for the learner to assess their understanding and grasp the use of surveys and feedback responses as accurate sources of data by answering four open-ended questions.

Steps to take: The learner must carefully read the online resources, namely “Survey Data: Reliability and Validity—Are They Interchangeable?” and “What’s the Difference Between a Survey and Feedback?” Then, they should answer all four questions provided.

Deliverables: By the end of this activity, the learner must have completed and answered all four questions included in this document.

Instructions for Completing This Worksheet:

Read the online articles titled “Survey Data: Reliability and Validity—Are They Interchangeable?” and “What’s the Difference Between a Survey and Feedback?” Then, answer the following four questions:

1. How do the concepts of survey reliability and validity differ, and why is it important to ensure both when collecting feedback data through surveys?
2. What factors should be considered in survey design to ensure that the data collected is both reliable and valid, particularly when using surveys for high-stakes decision-making?
3. How can a survey have high reliability but low validity, and what are the potential risks of relying on such a survey for making informed decisions?
4. What are the key differences between surveys and ongoing feedback in terms of data accuracy and responsiveness, and how can these differences impact business decision-making?