

Survey Draft Instructions

For this assignment, students should draft a sample survey about a community issue that will be distributed in the future to a minimum of 5 people. This draft should contain a minimum of 10 prompts.

Students should reference the instructions in this document (which includes the grading rubric) for guidance on required information for this assignment. Assignment requirements are as follows:

1. Completion of survey background page
2. Completion of survey draft that includes a survey overview, instructions, and a minimum of 10 prompts (excluding demographic variables).
3. 2 demographic variables (i.e. age, race, gender, employment status, etc.)
4. Reference page in American Medical Association (AMA) or American Psychological Association (APA) format
5. Minimum of 3 references

Name: Dr. Ballard
Course: SOCI 3114
Assignment Name: Survey Draft

Survey Background (Required)

Survey Research Topic: Barriers for physical activity in Selma, Alabama

Key Operational Definitions:

- Physical Activity: any bodily movement produced by skeletal muscles that requires energy expenditure¹
- Barrier: Something that blocks, prevents, separates, or limits²
- Exercise: Exercise involves physical activity and increasing the heart rate beyond resting levels.³

Target Population (Age and Demographics of the Population): The target population for the survey are adults, aged 18 and over, that are residents of Selma, Alabama

Distribution Methods: In-Person, Online

Plan for Confidentiality: Responses for this survey will be kept confidential and will only be accessible by the research study staff.

Background Information and Choice of Issue: Rural areas are characterized by limited resource availability which can potentially inhibit the health of the residents of these areas. Physical activity is a crucial aspect of health. Common barriers for physical activity in rural areas include lack of resources, area safety concerns, lack of knowledge of benefits, and lack of motivation.⁴

Physical activity has been linked to incidence and prevalence of chronic disease in rural areas. Selma, Alabama is part of the Blackbelt region of Alabama and is marked by high rates of preventable disorders such as hypertension, diabetes, and heart disease. Because of the rurality of Selma, there are limited opportunities for physical activity due to a variety of factors. Thus, the purpose of the survey is to gain an understanding from the perspective of community residents, of the barriers for physical activity in the area.

Survey Title: Physical Activity in Rural Areas (Required)

Overview: The DRB is conducting research regarding physical activity in rural areas. The purpose of this survey is to gain an understanding from the perspective of community residents, of the barriers for physical activity in Selma, Alabama. For the purposes of this survey, physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure.¹ Examples of physical activity can include walking, running, gardening, or general exercise. This survey takes an estimated 10-minutes to complete. Responses to this survey will be kept confidential and respondents will be provided compensation of \$75 for survey completion.

Survey Prompts (Required)

Instructions: Rate how strongly you agree or disagree with the following statements.

1. I feel safe when exercising in my community.

Circle One: Highly Agree Somewhat Agree Agree Somewhat Disagree Highly Disagree

References (Required in APA or AMA Format)

1. World Health Organization. Physical activity. WHO website.
<https://www.who.int/southeastasia/health-topics/physical-activity>. Accessed October 20, 2024.
2. National Cancer Institute. Barrier. National Cancer Institute website.
<https://www.cancer.gov/publications/dictionaries/cancer-terms/def/barrier>. Accessed October 20, 2024.
3. Davis C. What is exercise? Medical News Today website.
<https://www.medicalnewstoday.com/articles/153390>. Published July 30, 2018. Accessed October 20, 2024.
4. Gilbert AS, Duncan DD, Beck AM, Eyler AA, Brownson RC. A qualitative study identifying barriers and facilitators of physical activity in rural communities. *J Environ Public Health*. 2019;2019:7298692.

Survey Draft Assignment Rubric

Criteria	Excellent (4 pts)	Good (3 pts)	Adequate (2 pts)	Needs Improvement (1 pt)
Question Clarity	All questions are clear, unambiguous, and easy to understand. Language is precise, and terminology is appropriate for the target audience.	Most questions are clear, with minor ambiguities or complexities that might confuse some respondents.	Some questions are unclear or contain jargon, leading to potential confusion among respondents.	Questions are unclear, vague, or overly complex, making them difficult for respondents to answer.
Relevance to Topic	All questions are directly related to the course content and community engagement topic. They effectively address key aspects of the research question or objective.	Most questions are relevant to the topic, but a few could be more closely aligned with the research question or course content.	Some questions are loosely related to the topic, with a significant portion needing revision for better relevance.	Questions lack relevance to the course content or community engagement topic and need significant revision.
Question Structure	All questions are well-structured, with proper use of open-ended and closed-ended formats as appropriate. Answer options are well-organized and comprehensive.	Most questions are well-structured, though some answer choices or formats might be slightly unclear or incomplete.	Some questions are poorly structured, with unclear formats or incomplete answer options, making them difficult to interpret.	Question structure is inconsistent or inappropriate, with unclear formats and insufficient answer options.
Inclusivity & Sensitivity	Questions are inclusive, free of bias, and sensitive to the diverse experiences and backgrounds of the community being surveyed.	Most questions are inclusive, with minor concerns about bias or sensitivity to respondents' backgrounds.	Some questions show bias or a lack of sensitivity, potentially alienating certain respondents.	Questions demonstrate clear bias or insensitivity, excluding or offending potential respondents.
Survey Template Required Information Included	All of the required survey information is included and the information provides adequate detail	Most of the required survey information is included but the information provided lacks detail.	Some of the required survey information is included but the information provided lacks detail.	The required survey template information is not included
Variety of Questions	A good mix of open-ended, closed-ended, and scaled questions are used, providing a	There is some variety in question types, but one format (open or closed)	Limited variety in question types, with a focus on only one type of question (e.g.,	No variety in question types, with all questions in the same format, reducing

	thorough exploration of the topic from multiple perspectives.	may dominate, limiting exploration of the topic.	too many closed-ended or open-ended questions).	the depth of responses and exploration.
Grammar and Spelling	No grammar or spelling errors. Questions are professionally written and polished.	Minor grammar or spelling errors, but they do not detract significantly from the overall quality of the survey.	Some grammar or spelling errors that make certain questions difficult to understand.	Numerous grammar or spelling errors that detract from the overall quality of the survey.
Community Relevance	Questions are highly relevant to the target community and demonstrate a strong understanding of their context, challenges, and needs.	Most questions are relevant to the community, but some might not fully engage with the specific challenges or needs of the community.	Some questions do not seem to fully consider the community context, making them less relevant or effective.	Questions show little to no understanding of the community context, needs, or challenges, making them ineffective for engagement.