



Prototype Questionnaire: results and analysis

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Purpose

- **A questionnaire handed out to industry participants at the IEEE International Radar Conference held at Washington DC, 10-14 May 2010**
- **A prototype, to provide experience and guidance on how best to conduct a survey and what questions to ask**
- **Approximately 150 handed out (in registration pack); ~20% return rate**
- **The results may also be taken with those of the online survey on the AES website**

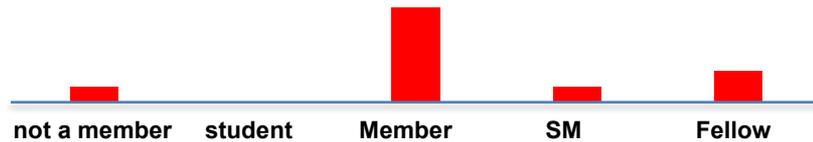


1. Yourself and your company

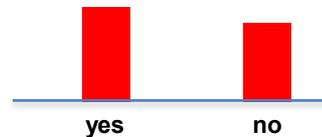
How would you describe yourself?



What is your grade of membership?



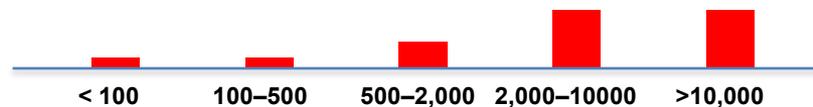
Does your company pay for your IEEE membership?



What is your highest qualification?



What is the size of your company?

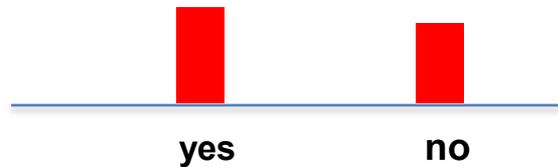


How would you describe your company's business?



2. AES Chapter Activities

Is there an AES chapter local to you?



If so, do you participate in Chapter activities?



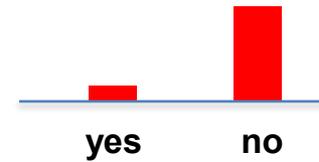
What single thing can you suggest that would make AES Chapter activities more relevant and useful to you?

- *Local accessibility*
- *In depth technical presentations. Currently the presentations are too few and with equivalent depth to watching the Discovery Channel*
- *Convenient location for monthly luncheon and dinner speakers*
- *More seminars / lectures of distinguished guests*

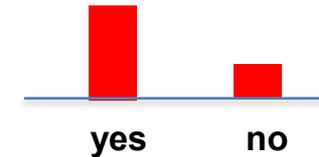


3. Education and career development

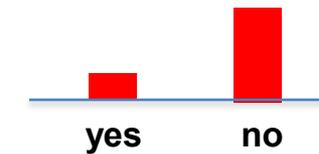
Do IEEE offerings feature in your company's career development program?



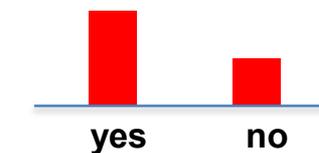
Have you attended a tutorial at a conference?



Have you used the online tutorials?



Does your company have links with universities, colleges or high schools, for example by sponsoring student projects or prizes?

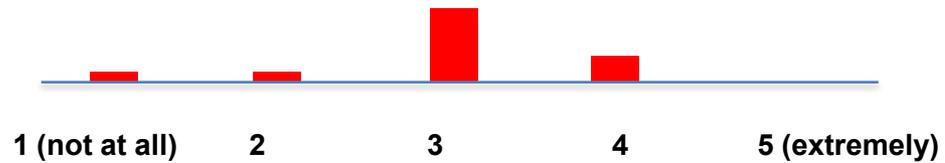


4. Publications

Do you read the AES Magazine?



How relevant is the AES Magazine to your work?



How relevant are the following to you and your work?

review articles



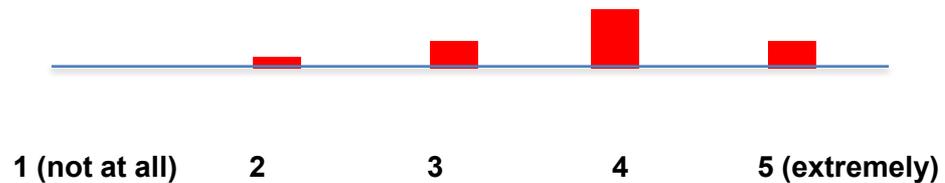
technical papers



reports of events



information on future events



4. Publications (ii)

What single thing can you suggest that would make the AES Magazine more relevant and useful to you?

- *More timely distribution*
- *More relevant technical papers*
- *The articles need more technical breadth*
- *Tutorial articles are great*
- *Survey articles*
- *Fewer 'retreads'*
- *Monthly articles on new technology*
- *Improve the technical content of the papers and cover the full range of topics within the scope of AES*
- *Ensure timely delivery of the Magazine to overseas destinations (for example, to arrive before the conferences being advertised have taken place)*

Does your company provide access to IEEE Xplore?

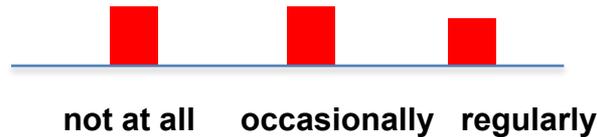


Do you make use of AES Transactions?



5. AES website

How often do you visit the AES website?



How relevant are the following to you and your work?

information on events



video tutorials



student activities



Quarterly Email Blast



1 (not at all) 2 3 4 5 (extremely)

What single thing can you suggest that would make the AES website more relevant and useful to you?

- *Contests and giveaways for clicking on*
- *The video tutorials page is not very exciting. You are required to register and log in before being informed about what tutorials are on offer*



6. Conferences

How often do you attend AES conferences?



How relevant are the following to you and your work?

technical sessions



tutorials



networking



conference proceedings



exhibitions



social events



1 (not at all) 2 3 4 5 (extremely)

What single thing can you suggest that would make AES conferences more relevant and useful to you?

- *Place presentations and tutorials on CD or podcasts*
- *Lower registration fees*
- *More research from US Govt. Labs*



Conclusions

- **It seems difficult to get a high proportion of respondents to a questionnaire – whether on paper or online. How can this be addressed?**
- **Questions need to be very carefully constructed**
- **Care needs to be taken in interpreting the results – for example, more than half the respondents to this survey are qualified to PhD level, so are not representative of the majority of AES members**
- **‘Free text’ information can be more useful in identifying particular issues or opinions**
- **Some interesting and useful results – but are these the right questions?**



Subsequent input from Marc Beebe (via Jayne Cerrone)

.... I understand that they handed this out to attendees at the Radar Conference. As Hugh identifies in his write-up of the results, it's likely that those that responded to this survey were not representative of the society as a whole. If they want, we can actually do a survey were we send out to the membership (or a random sample of the membership) so that the results are representative.

We can do the whole thing here in-house (i.e., post the survey on the web, send out e-mail invites to the membership, collect the data, and provide the raw data and a basic report to them). That way we can collect at least 400 responses rather than the 30 or so he got from the conference (150 handed out, ~20% response rate), which would give us much more confidence in the results.



Subsequent input from Marc Beebe (via Jayne Cerrone)

As for the specific questions on the questionnaire:

1. There are a few questions that are worth asking:
 - An overall satisfaction questions (i.e., Overall, how satisfied are you with your membership in AES
 - Questions on the satisfaction (and perhaps importance) of individual member benefits
 - A question about the value of membership ("How much do you agree or disagree that AES membership is a good value for the price?")
2. Several questions could use an "other, please specify" choice, as the options may not include all the possible options (e.g., "How would you describe yourself?")
3. On the AES chapter questions
 - Add a "I do not know" choice to first question
 - Could add a question about why don't participate (e.g., location not convenient, time not convenient, not interested, don't know value, etc.)
4. Education questions
 - I'm not sure what the first questions is asking. Perhaps "Does your company support IEEE offerings as part of their career development program?" Or, even more specifically, does your company pay for you to attend IEEE events such as conferences" and "Does your company pay for IEEE educational offerings?"
 - For the questions on attending/using tutorials, it would be good to have a follow-up asking why not (e.g., didn't know, too expensive, topics not of interest, etc.)
5. Publications questions
 - Make the read question more specific, such as "Out of the last four issues of the AES magazine, *Systems Magazine*, how many have you read?"
 - The last question might be better as "How frequently do you make use of AES Transactions?"
6. Website questions
 - First question should be time specific (e.g., never, about once a year, a few times a year, monthly, weekly, daily, etc.)
 - 2nd question should say "How relevant are the following features of the AES website to you and your work?"
7. Conference questions
 - Again, make first question more specific (e.g., How many AES conference have you attended in the past five years?, 0, 1, 2, 3, 4, 5 or more).
 - 2nd question should say "How relevant are the following aspects of AES conferences to you and your work?"



Recommendation

That we

- (i) adjust the questionnaire in the way that Marc Beebe suggests, and taking into account any further inputs from this meeting, and**

- (ii) take advantage of his offer to manage a web-based survey of industry-based AES membership**

