

# Surveying Instructions

## Introduction

Thank you for offering to help out with this study! The findings of this experiment have the potential to create tremendous positive change for animals.

Please read the following to the end to make sure our study is valid and the results can be trusted. If you'd like to see the full study methodology to get a sense of the bigger picture, please review a description [here](#).

## Instructions

### Materials

1. **Lollipops.** You will receive some candy in the mail to be used to incentivize people to take the study. You can have some if you'd like, but please use mostly for survey participants.
2. **The surveys.** Surveys can either be mailed to you, or printed off at your location. Any costs will be reimbursed by EAA if you keep the scan and submit the receipt to Jon.
  - a. Familiarize yourself with the survey questions beforehand and ask any clarifying questions to Jon or Xio. People may ask you questions about how to answer and you'll be the expert, so make sure you're 100% clear.
3. **The flyer sheet in color.** Each surveyor needs to have a color paper showcasing the variety of animal-related flyers.
4. **Multiple clipboards or binders, extra pens.** Keep your surveys in the binder or on a clipboard. Bring multiple pens in case one runs out or stops working. Bring plenty of writing surfaces for respondents, as you may have multiple ones concurrently.
5. **Determine the appropriate date and place(s) to survey.** To survey the same people who received the flyers, you will be surveying in the same place flyered 8 weeks earlier. You have been or will be sent a separate email including specific areas, dates, and times to survey. If you cannot for whatever reason survey the same location, please tell us in the follow-up.

### Surveying

1. **How to Approach People:** Approach people by saying "Free candy for a quick survey?" If they say yes, hand them the survey, clipboard/binder, and pen. *Keep the color flyer sheet out of view*, as it might bias the results.

2. **Clothing:** Wear “normal” clothes. This will make people feel more comfortable approaching you. Do not wear anything that would identify you as a vegetarian or vegan, such as a The Humane League t-shirt, as this will bias the results. On the other hand, don’t wear anything that might make vegans not want to approach you, like a big, faux-fur coat. That being said, make sure that you dress for the weather - some surveys will be conducted in late November, and you want to make sure you’re comfortable while you’re out there! The busiest time on campus is during class changes. If the weather is especially cold, feel free to take a break and warm up in a nearby building - it’s not necessary that you be continuously present, but rather that you get as many surveys as possible.
3. **Be proactive.** Filling out the survey will take each respondent a few minutes to finish. Make sure to bring many extra clipboards (or other similar hard surface for people to use while filling out the surveys) so that you can ask other people to take a survey at the same time. Just like leafleting, there are notably busier times during class changes, so you want to be able to get as many responses in each busy period as possible. While you should be proactive in this regard, make sure to keep an eye on each individual respondent should they have any questions.
4. **Present the color flyer selection sheet** once a respondent asks you for the pictures (it’s one of the last questions on the survey). Try to keep it out of view to those who are still working on the survey so as to avoid biasing their responses.
5. **If people inquire about the nature of the survey**, respond that it is part of a research project about students’ diets.
6. **Survey till you run out of candy** or until you cannot get any more people to fill out the survey.

### After Surveying

1. **Send the surveys to Jon.** You can either mail them or (ideally) scan them and email them to Jon. We can reimburse you for either scanning or postage costs - please just email Jon and he will provide you with a mailing address. We will also be looking for volunteers to help with data entry - if you are able to assist in that regard, please let us know, as it would be of great assistance to EAA.
2. **Email Xio or Jon how it went.** Please include:
  - a. Any changes in time, place, or date surveyed.
  - b. Anything of note that you think would be good for us to know or make note of in the final write up.
  - c. Anything interesting or exciting that happened. This could be written up in our report and make the reading more interesting for the nonprofits and activists reading the results.
3. **Celebrate!** You made the world a better place which means you’re awesome. Thank you very much!

