

**Southern Willamette Valley
Groundwater Survey
Fall, 2008**

Modified Dillman Method

- Initial postcard
- Cover letter and first wave of survey
- Second cover letter, second wave of survey
- Requested survey results

Survey Objectives

- Assess the public's policy-relevant knowledge
- To identify relationships between knowledge and information sources
- To identify relationships between knowledge and support for policy
- To create a baseline of information for future comparison
- To inform future policy for effective groundwater improvement
- Fulfill objective 1.1 of the Public Information Campaign Strategy of the Southern Willamette Valley GWMA Action Plan

Question Design

- Avoid bias
- Question organization- clustering
- Variety of question type
- Matching scaling technique with question type
- Expert consultation
- Pilot test

Survey Approach

- Personal knowledge
- Self-identification
- Familiarity with terminology
- Level of concern
- Connecting the dots

Analysis

- **Patterns**
- Independent variable= cause
- Dependent variable = effect
- Chi-squared tests
- Frequencies

IRB Process

OSU ethics standards for human research

- Anonymity
- Informed consent
- Potential benefits & harm
- Voluntary participation

Postcard Example

Dear Willamette Valley Resident,
Your household has been selected at random to take part in a study concerning public information about groundwater issues. You will be receiving a survey in a separate mailing in the next few weeks. Responses to the survey will be used to research public attitudes toward groundwater issues. Participation in the survey is completely voluntary and all participants will be kept completely confidential. We hope you will take the time to help us with this most important project. Please look for the OSU logo above on your mail in the coming week or so.

Thank you,

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