Using ChatGPT and Microsoft Copilot for survey design

Outline and agenda

Half-day (3-hour) session:

Virtual delivery

training@fasttrackimpact.com

Fast Track Impact

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Delivered from 2025 by the Institute for Methods Innovation,
a registered non-profit organisation.

Course description

This training focuses on using AI to streamline your survey creation process and collect meaningful data for practical analysis. You will learn to use ChatGPT and Microsoft Copilot to develop clear and engaging questions and response options tailored to your audience. The session also covers setting up survey questions to align with AI-enhanced data analysis, helping you save time and work more efficiently.

Key benefits:

- Learn practical methods to design surveys that produce reliable responses, enabling efficient collection of meaningful data and insights.
- Explore how natural language processing can identify patterns, trends, and correlations in survey data that might otherwise be overlooked.
- See how ChatGPT and Microsoft Copilot can simplify the analysis of survey responses, saving time and effort while maintaining accuracy and depth.
- Use ChatGPT and Microsoft Copilot to generate clear and concise reports and summaries, turning complex data into actionable narratives with ease.
- Streamline your workflow by utilizing ChatGPT and Microsoft Copilot's tools, freeing up time for strategic planning and high-level analysis.
- Gain valuable guidance from experienced workshop facilitators who will provide support, answer questions, and share practical advice for effective implementation.

At the end of this workshop:

- Receive slides and links to useful resources you can borrow and adapt for your work.
- Prof Eric Jensen and Dr Andrew George continue to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Start: 09:30 am (20-minute break included)

Part 1: Groundwork for using ChatGPT and Microsoft Copilot effectively

- ChatGPT and Microsoft Copilot overview
- Custom instructions
- Prompt engineering

Part 2: Using ChatGPT and Microsoft Copilot for survey design

- Survey design process and principles
- Clarifying outcome variables
- Developing your survey instrument
- Adjusting and drafting new survey questions
- Practice developing survey items
- Adapting your survey design

Close: 12:30 pm

About Fast Track Impact

Fast Track Impact is an international training platform, delivered by the Institute for Methods Innovation, a non-profit organisation. Its mission is to change the way busy researchers generate and share knowledge so that their ideas can change the world and they can get their thinking time back.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

About the trainers

Professor Eric A. Jensen

Prof Jensen is a social scientist with a PhD from the University of Cambridge in sociology. He is part-time professor at the University of Warwick, where he has led courses on public engagement with science, science policy, audience research and social research methods (including surveys and statistics). He is also a doctoral research supervisor for the University of Oxford. As a visiting research scientist at the National Center for Supercomputing Applications at the University of Illinois, Jensen works on a Sloan Foundation-funded project on research software policy.

Prof Jensen has 20+ years of research and practice experience in social research, evaluation, public and policy engagement and science communication. He has delivered hundreds of training workshops on evaluation methods and evidence-based science communication, as well as leading and consulting on projects large and small on public engagement with research, impact evaluation, socially responsible research, and environmental communication. Prof Jensen also serves as an Independent Ethics Mentor for European Commission-funded projects, reviewing data management and ethics planning. He has extensive experience in ethical approval processes in higher education.

Dr Andrew George

Dr George is responsible for creating and implementing civic science projects. These initiatives focus on understanding methods that utilize community strengths and resources, ensuring that research is conducted collaboratively with communities rather than being imposed on them. Dr George's work emphasises partnership and active involvement of community members in the research process.

Andrew leads a project funded by the Dana Foundation. The project aims to explore innovative methods that can be consistently replicated and expanded to aid community-led initiatives in

addressing issues where neuroscience and societal concerns intersect. Essentially, the project seeks to develop practical strategies that communities can use to solve problems related to both brain science and social issues.