

Survey Distribution

Your job is to distribute handouts for a political opinion survey to passengers using the MBTA commuter rail. You will be assigned a specific station and time to distribute. Your specific instructions can be found on a second page. It is essential that you distribute the surveys at the assigned location and during the scheduled time. You should arrive well in advance of your assigned time dressed in business or business casual attire.

There are two gift cards attached to each handout. The first gift card is activated with \$5 on it. The second will only be activated after the subject completes the survey. Be certain that both gift cards are attached to each handout before distributing it.

You will also be responsible for explaining the handout and corresponding survey. A general description follows with the details you need to know. Additionally, in the next section, you will find answers to potential questions that may be asked of you. Look over this information very carefully. You must be able to accurately recall all of these details.

After you distribute, please email govstudy@fas.harvard.edu with your observations about distributing. Make special note if you distributed extra surveys at a later station, any trends you noticed in who accepted the surveys, or any other unusual occurrences.

At the station,

- Stand near the entrance so that you will be seen by everyone entering the platform. You want to hand out surveys to as many people as possible.
 - Some people will wait in their cars until the train approaches. We do not want to distribute to those people. Avoid passing out surveys to people who run up to the platform at the last minute.
- Engage people in conversation. Approach them with a smile and describe the study. If they seem interested, tell them more.
- Answer any questions to the best of your ability (refer to the following section)
- You may only give one handout to each person! If this means you have handouts leftover then bring them back with you.
- The handouts are grouped by the station and train at which you should distribute them. Be careful not to pass out the surveys intended for a different train or station. If this happens, make note of it and let us know.

Contact Information

Ryan Enos, [REDACTED]

Dana Higgins [REDACTED]

Ola Topczewska, [REDACTED]

Answering Questions

General responses:

I don't want to buy anything

We are not selling anything. You do not have to do anything to use the \$5 gift card. But if you go to the website trainopinion.com and fill out a 10 minute survey, the second gift card will be activated.

I don't have time

The survey only takes ten minutes and you can even fill it out on your phone. You get a \$5 gift card just for taking this handout. If you fill out the survey, the second gift card will be activated.

Can I have another for a friend?

Unfortunately, we can't give you more than one.

Who do I contact with questions?

If you have any questions or concerns about the study, you can contact the researchers at govstudy@fas.harvard.edu. You can find all of this information at trainopinion.com.

About the survey/research:

What is the survey about?

The survey asks about the political opinions of people living in Boston. We want to know what you think about certain political issues. It takes less than ten minutes to fill out.

Who is sponsoring the research? Is it affiliated with MBTA?

Researchers from Harvard University will use the survey in a study. The study is not affiliated with MBTA, and we will not ask for your opinions about MBTA.

Answering Questions (continued)

Is the survey anonymous? Do I have to give you my information?

It is anonymous. We will never ask for your name. The most we ask is for your email address, so that we may send you one shorter, follow-up survey.

How long is the survey?

The time to take the survey varies, but we estimate less than 10 minutes. You can even take it on your phone.

Do I have to take the survey right now?

The survey is online at trainopinion.com. You can take it any time you want. You can even take it on your phone

About the gift cards:

Do I have to do anything to use the gift cards?

You can use the first gift card at any point. It is worth \$5. But if you take a short survey at trainopinion.com, the second gift card will be activated.

Where can I use the gift cards?

The gift cards can be used anywhere that MasterCard is accepted. The first one can be used now and is worth \$5. The second one will be activated if you take a short survey at trainopinion.com.

Key Points

- What to say:
 - Greet people with a smile and a concise description of the survey:
 - Excuse me sir/ma'am, Harvard is doing research and we would like to give you a gift card to fill out a short political opinion survey online
 - Good morning, excuse me, would you be interested in taking a paid political opinion survey being led by researchers at Harvard?
 - If they hesitate, "It is completely anonymous and takes less than 10 minutes"
 - You can vary this somewhat to whatever you feel most comfortable with, but you want to include a few key facts in what you tell people:
 - You are asking them to fill out a political opinion survey
 - The survey is short and online
 - They will receive money for completing the survey
 - \$5 is already on the first gift card
 - The second gift card will be activated once they submit the survey
 - The survey is for a study by Harvard University
 - Thank them for taking the survey.
- Do not hassle people. Smile, be polite, and respect them if they say no.
- Arrive at the platform at least 30 minutes before your train is supposed to arrive.
- Keep an eye on where people are gathering or entering the platform. Feel free to move around to find the best place to distribute to the most people.
 - A good general location is near the board where people pay to park
- If you have extra surveys,
 - Mark which ones were not passed out on the inventory list
 - If you distribute all of the surveys at your next station/train, you may also distribute the extras from before
 - Clearly mark on the inventory list where the extra surveys were distributed