



**ASG Analytics
Methodological Disclaimers
Updated January 2023**

Prior to the 2022-2023 school year, surveys conducted by the ASG Analytics Committee were distributed via email to the entire undergraduate student body once per year. Participation was incentivized through gift cards, but was not required. Surveys were distributed by bulk mail with the assistance of university administration. Responses were confidential, but not anonymous. Surveys were distributed typically between November and January, with two-week response collection periods. Surveys overrepresented certain demographics consistently, as is evident in the descriptive data accessible on the ASG website and through downloadable .csv files.

In 2022-2023, certain elements of distribution methodology changed. The survey calendar switched from one annual survey to one survey each quarter. Each quarterly survey was distributed to non-overlapping random samples of the undergraduate student body, with each one composed of one-third of all students. That is, each undergraduate would have the opportunity to participate in exactly one of the three surveys in the 2022-2023 school year. Participation continued to be incentivized, but not required. Distribution was handled by the Student Affairs Assessment team. Responses were fully anonymized by the time they reached the ASG Analytics committee, but using university administration data, certain demographic information was appended to responses by university administration prior to anonymization. Questions for the 2022-2023 survey were developed by the chair of the ASG Analytics committee and members of the ASG Analytics committee, in consultation with undergraduate student representatives and relevant university administration officials. The response pool in the Fall of 2022 continued to overrepresent certain demographics relative to the undergraduate population, including women, white students, underclassmen, and students with high financial need.

With any additional questions or comments about survey methodology, please contact the chair of the ASG Analytics committee at asg-analytics@u.northwestern.edu. Media are especially encouraged to reach out prior to publication of