Surveys and Interviews

ScWk 240

Week 5 Slides (1st Set)
Designing Questions

1. Closed vs. open-ended questions
   - Exhaustive and mutually exclusive

2. Wording of questions
   - Simple, short, direct and clear
   - Be careful in making references
   - Avoid double-barreled questions
   - Never use slang terminology
Questionable stats on first-born CEOs

As the youngest of five children — none of whom became a CEO — I have always been aware of the differing perspectives of different-aged siblings. Even so, I am not certain USA TODAY’s article comes to a reasonable statistical conclusion about birth order (“First-born kids become CEO material,” Cover story, Money, Sept. 4).

While there are statistics in the article indicating that 43% of the 1,582 respondents were first-born, nowhere in the article does it break out a statistic for how many of these are actually only children.

All only children are by definition also first-born, but because they don’t have siblings, they don’t have the opportunity to teach younger siblings and learn from that experience.

There doesn’t seem to be conclusive evidence showing that birth order in relation to other siblings plays a role in becoming a CEO.

Steven P. Alpert
Suffern, N.Y.

No. 1: Andrea McGinty, founder of the online Baby Dagny, is the eldest of six.
Designing Questions

Structure and Design of Questionnaires

- Be easy on the eyes and easy to complete
- **Directions**: clear & precise
- **Order**: Begin with easy, interesting items; opinion first, factual later
Designing Questions

Structure and Design of Questionnaires

- **Question formats:**
  - Place “X” in a box (☐)
  - **Filter** question
  - **Contingency** question
  - **Matrix** question
Example of a Questionnaire

1. In a middle-sized city or small town (under 100,000 population) but not a suburb of a large city
   □ Open country (but not on a farm)
   □ On a farm

2. Have you ever shoplifted an item with a value of $10 or more?
   □ Yes
   □ No

   If Yes: How many times have you taken such items?
   □ Once
   □ 2 to 5 times
   □ 6 to 10 times
   □ More than 10 times

3. Do you belong to an organized religion?
   □ Yes
   □ No (If No, please skip to Section C, question 1.)

4. Please indicate the religion to which you belong:
   □ Religion 1
   □ Religion 2
   □ Religion 3
### Table 13.1  Rosenberg Self-Esteem Scale

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
</table>

Question Designing

Structure and design of questionnaire

- Be culturally sensitive
- Conduct Pilot testing
Methods of Survey Research

Enhancing Response Rates:

1) Cover letter
2) Payment/incentives
3) Mailing procedures
4) Length and appearance
5) Follow-up
Self-Administered Questionnaires
Advantages and Disadvantages

**Advantages (4):**
- Quick and Inexpensive
- Geographically Convenient
- Better for Sensitive Personal Questions
- No Interviewer Bias

**Disadvantages (5):**
- Literacy Required
- May Not Be Easy to Comprehend
- No Opportunity to Probe or Ask Clarifying Questions
- No Assurance of Who is Actually Responding
- Problem of Non-Respondents Causing Result Bias
Standardized Interviews - Strategies

- Familiarity with questionnaire
- Follow exact wording
- Record open-ended questions in verbatim
- Probe
- Coordination and control
Interview Example

The kinds of things that happen. Would you think about your own conflicts you, personally, have had and about how often they have happened? Be sure to put a check in every row. If you have never had such a conflict then put the check in the first column where it says “never.”

(Hand him the first card dealing with conflicts over the use of the automobile, saying, “If you don’t understand any of those things listed or have some other things you would like to mention about how you disagree with your parents over the automobile let me know and we’ll talk about it.”) (When the respondent finishes checking all rows, hand him card number 2, saying, “Here is a list of types of conflicts teenagers have with their parents over their friends of the same sex. Do the same with this as you did the last list.”)

<table>
<thead>
<tr>
<th>Automobile</th>
<th>Never</th>
<th>Only Once</th>
<th>More Than Once</th>
<th>Many Times</th>
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</thead>
<tbody>
<tr>
<td>1. Wanting to learn to drive</td>
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<td>2. Getting a driver’s license</td>
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<tr>
<td>3. Wanting to use the family car</td>
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<tr>
<td>4. What you use the car for</td>
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<td>5. The way you drive it</td>
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<td>6. Using it too much</td>
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<td>7. Keeping the car clean</td>
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<td>8. Putting gas or oil in the car</td>
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<td>9. Repairing the car</td>
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<td>10. Driving someone else’s car</td>
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<td>11. Wanting to own a car</td>
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<td>12. The way you drive your own car</td>
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<tr>
<td>13. Whose car use your car for</td>
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Interviews – Advantages & Disadvantages

**Advantages (4):**

- Enhances Willingness to Participate
- Can Help to Motivate Respondents to Respond Correctly
- Offers and Opportunity to Explain Questions
- Can Add Useful Observational Information

**Disadvantages (3):**

- More Expensive to Administer
- More Time-Consuming
- Greater Likelihood of Interviewer Bias
Telephone Surveys

**Advantages:**
- Less expensive
- Speedy

**Disadvantages:**
- Must be short → restricts data collection
- Lack of visual contact and observation
- Only for those who have landline phones?
- Many people are wary of phone calls
Online Surveys

**Advantages:**
- Speed, low cost, ability to reach
- Anonymity

**Disadvantages:**
- Representativeness?
- Limited access
Surveys with Diverse Communities

Issues to Consider:

- Community suspicion
- Language barriers
- Status difference
- Contextual differences