Survey Research

- Snapshot of state at a particular moment in time
- Repeated measures allows the researcher to illustrate changes across time
Response Set

A tendency to respond to all questions from a particular perspective rather than to respond to each question directly (e.g., SJSU SOTES).

- **Social desirability**: faking good
- **Halo effect**: pretty person thus good, kind, etc.
- **Yea-saying** and **nay-saying** biases
Constructing the Questions

Define the research objective: constrain the questions to those that address the fundamental question to be addressed by the research project

Attitudes and Beliefs? (opinions, etc.)

Facts and Demographics? (verifiable facts [e.g., car repairs])

Behavior? (actions rather than attitudes)

The value of using pre-existing questionnaires, etc. (known patterns of responses, well-normed, etc.)
Question Wording

Use familiar terms (avoid jargon)
Use precise (defined) terms (avoid vague terms)
Ensure that the questions are grammatically clean
Avoid overloading working memory

- Keep the questions simple
- Avoid double-barreled questions
- Avoid “loaded” questions (contain assumptions)
- Negative wording can be confusing
Survey and Response Types

Structured vs. Unstructured Interviews

Closed- versus Open-ended questions
Closed-Ended Response Alternatives

Rating Scales:

- Graphic ( ----------------------- )
- Non-verbal ( 😊 --- 😊 --- 😞 )
- Likert ( Strongly Agree ○ ○ ○ ○ ○ ○ Strongly Disagree)
- Semantic Differential ( Happy ○ ○ ○ ○ ○ Sad )
- Guttman ( cumulative items presuppose prior are true )

“high frequency” scales

e.g., grad school reference scales:

  best ever, top 1%, top 5%, top 10%, top 25%, top 50%
Formatting and Pilot Testing

Professional appearance
Spacing
Clear instructions
Sequence of questions?

Refining the questions
  - pilot testing
  - using debriefing
  - using the “think-aloud” procedure
Administration

• Individual vs. Group
• Mail
• Internet
• Other (phone, pager, text message, …)
• Interview vs. written responses
• Focus Groups
  • Panel Studies: repetition across multiple periods of time (e.g., time 1 vs. time 2, etc.)
Sampling

• “Sample” from a “population”
• Confidence Intervals
• Sample Sizes (see page 137)

• Sampling Frame: the ACTUAL population being sampled (rather than the desired or theoretical population that was intended)
Sampling

Probability sampling

• Simple random sampling
• Stratified random sampling (can be used to establish overrepresentation)
• Cluster sampling

Non-probability sampling

• Haphazard / convenience sampling
• Purposive sampling
• Quota sampling
Response Rate

- Representative?
- Generalizable?
- Increasing the response rate
  - Importance?
  - incentives
Chapter 7 Terminology

- Close-ended questions
- Open-ended questions
- Confidence Interval
- Face-to-Face Interview
- Focus Group
- High Frequency Scale
- Rating Scales
  - Graphic
  - Likert
  - Semantic Differential
  - nonverbal
  - Guttman
- Group Administration (survey)
- Internet survey
- Interviewer Bias
- Mail Survey
- Normative
- Panel study
- Response Rate
- Response Set
- Sampling
  - Cluster
  - Convenience (haphazard)
  - Nonprobability sampling
  - Probability sampling
  - Purposive sampling
  - Quota sampling
  - Random sampling
    - Simple
    - stratified
- Sampling Error
- Sampling Frame
- Survey research
- Telephone interview
- Yea-saying bias
- Nay-saying bias