

Survey Research

Seminar #3: Survey mode

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Outline

- Quick recap
- Group discussion (A): hypothetical research scenarios
- Discussion in pairs (B): surveys for assignment 1
- Q&A

Quick recap: modes of delivery

Scoring

1 = poor; 2 = satisfactory; 3 = good

Mode of delivery	Face-to-face PAPI	Phone CAI ^b	Mail PAPI	WebCAI ^b
<i>Response rates</i>				
General samples	3	3	3	1
Specialised samples	3	3	3	3 ^a
<i>Representative samples</i>				
Avoidance of refusal bias	3	3	1	2
Control over who completes questionnaire	3	2	2	2
Gaining access to selected person	2	3	3	3 ^a
Locating selected person	2	3	3	3 ^a
<i>Effects on questionnaire design</i>				
Ability to handle:				
Long questionnaires	3	2	2	2
Complex questionnaires	2	3	1	3
Boring questions	3	2	1	2
Item non-response	3	3	1	3
Filter questions	3	3	2	3
Question sequence control	3	3	1	3
Open-ended questions	3	3	1	2
<i>Quality of answers</i>				
Minimise social desirability	1	2	3	3
Randomise question order	1	3	1	3
Ability to minimise distortion due to:				

Interviewer characteristics	1	2	3	3
Interviewer opinions	1	2	3	3
Influence of other people	2	3	1	2
Allows opportunities to consult	2	1	3	3
Avoids interviewer subversion	1	3	3	3
<i>Implementing the survey</i>				
Ease of obtaining suitable staff	1	2	3	3
Speed	1	3	1	3
Cost	1	2	3	3

De Vaus, D.A. (2002) *Surveys in Social Research (5th edition)*. London: UCL Press. Chapter 8: 'Administering Questionnaires', pp. 132-133.

Quick recap: modes of delivery

- Personal interviews usually higher response rate
- ... but, web-based approaches minimise impact of *social desirability* and interviewer characteristics and opinions
- ... but, personal or telephone interviews better for “boring questions”
- ... but, what about cost?
- ... but, ...

Quick recap: modes of delivery

- In the end, strengths and weaknesses depend on characteristics of the survey

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Working in groups (A)

- Groups of 4 people max.
- 15-20 min. per discussion, per group
- Discussion with all the class

Working in groups (A)

- Working in groups:
 - Which mode of delivery would you employ?
 - What are the strengths/limitations of your chosen mode of delivery?
 - Do you think that using a different mode of delivery could have lead respondents to answer differently? Why?

Working in pairs (B)

- Find someone who chose same survey for assignment #1
- 15-20 min. for discussion
- Support discussion and solve doubts, not answers ;-)

Working in pairs (B)

- Could you identify and critically discuss the sampling strategy and mode of delivery? For example:
 - What is the population? What was the sampling strategy? Was the sample representative of the research population? Might another sampling strategy have been more appropriate?
 - What mode of delivery was employed? What were the advantages/disadvantages of using this mode? Could a different one have lead respondents to answer differently?

That's all! Questions?

Thanks! ¡Gracias!
Obrigado! Danke!
Grazie!

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