

Survey Research

Seminar #7: Ethics in survey research

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Outline

- Introduction & assignment 2
- Discussion
- Q&A

First of all, a reminder!

- Remember, deadline
17/11/2015 4PM [!]
- ***Any **final**
questions regarding
assignment 1?***



Second assignment: goals

- Opportunity to produce a survey on a topic of your choice
- Improve your understanding
 - Survey data you come across in the rest of your studies
 - Stages that go into creating a successful research project: from designing appropriate research questions to operationalising concepts
- First-hand experience of designing your own research tools will give you a useful insight into the data collection process

Second assignment: research topic and research question

- Topic:
 - You can design a survey about anything you wish
 - Maybe, opportunity for a pilot of your final year research project?
- Research question(s):
 - Generate research question(s) on your chosen theme that is amenable to being explored through survey research

Second assignment: questionnaire

- Create your own **self-completion questionnaire**, designed to help you answer the research question(s)
- You might also need to collect background information about respondents. For example, age, sex or ethnicity
- *What background information is relevant to my research question?*

Second assignment: outcomes and guidelines

- Self-completion survey
 - **Formatted and presented** as if you were actually going into the field. Think about the presentation!
 - A **complete** questionnaire! (not a part of a larger one)
 - 4 sides of A4 / font 11

Second assignment: outcomes and guidelines

- Short rationale
 - **Present** your **research question**
 - **Defend** the design. For example,
 - Order and number of questions
 - Questions used
 - Response formats used
 - Any ethical issues that might raise
 - ...
 - 1 side of A4 / font 11

First assignment: assessment criteria

- Not necessary an essay form: **no need for introduction or conclusion**, but **well structured** in coherent paragraphs, etc.
- We will be looking at
 - Level of understanding. *Is your question answerable with a survey? Which type of data would it produce? Are your questions clear and unambiguous?...*
 - Quality of your analysis. *How well can you defend your design? Appropriate response formats? Question order effects? Minimising missing data? ...*
 - Use of literature
 - Structure and presentation
- Detailed criteria: module guide, pp. 13-15
- Deadline: **15th December, 4pm**

Discussion

- Small groups: 3-4 people
- 25 min. for in-group discussion
- Collective discussion with thoughts from each of the groups, 10-15min. for discussion

That's all! Questions?

Thanks! ¡Gracias!
Obrigado! Danke!
Grazie!

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