

# Survey Research

## Seminar #4: Measuring concepts

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# Outline

- First assignment
- Common questions
- Quick recap
- Discussion
- Q&A

# First assignment: part 1

- Select **no more than 10 questions** and critically evaluate them. For example,
  - What is good about these questions?
  - Are there any problems with these questions? If so, how would you improve them?
  - Were the questions response formats appropriate? (more on weeks 5 & 6)
  - Do these questions raise any ethical issues?
- Present questions in a clear way (write them or attach a screenshot)
- 1,000 words

# First assignment: part 2

- Explain and discuss critically:
  - Sampling strategy (week 2)
  - Mode of survey delivery (week 3)
- For example:
  - How might the attempt to answer the research question have benefited, or been limited by, the mode of the survey? Might another mode have been more appropriate?
  - How might the attempt to answer the research question have benefited, or been limited by, the sampling strategy? Might another sampling strategy have been more appropriate?
- 1,000 words

# First assignment: assessment criteria

- Not necessary an essay form: **no need for introduction or conclusion**
- But, **well structured** in coherent paragraphs, **grammar, punctuation**, etc.
- We will be looking at your level of understanding, quality of your analysis, your use of literature, etc. (more on this in module guide, pp. 10-11)
- Deadline: **17<sup>th</sup> November, 4pm**

# Common questions: literature

- Do I need to use the literature to support **all** of my critiques?
  - Important for both parts, but not necessary to support every single point you made!
  - Examples for part 1:
    - “perhaps an alternative phrasing to this part of the question, could be xyz. It would have worked better because xyz ..., as argued by De Vaus (YYYY)”
    - “this question works well because, according to de Vaus...”

# Common questions: literature

- Could you suggest me literature on X?
  - Check suggested reading lists in module guide, especially those related to main key topic. For example, reading list for week 2 for sampling strategy
- What is the expected format for the references? Examples?
  - Remember, Harvard style!
    - E.g. (printed article):  
TEFTS, K. & BLAKSEE, S. (2009) Did you hear the one about Boolean operators? Incorporating comedy into library instruction. Reference Services Review. 28 (4). p. 369-378.
  - See [http://libguides.staffs.ac.uk/ld.php?content\\_id=9572298](http://libguides.staffs.ac.uk/ld.php?content_id=9572298) for examples

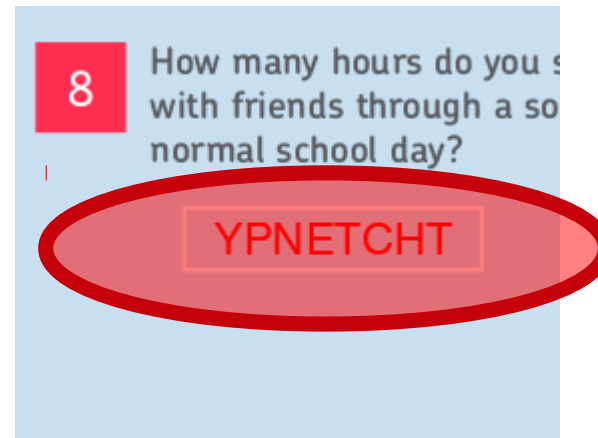
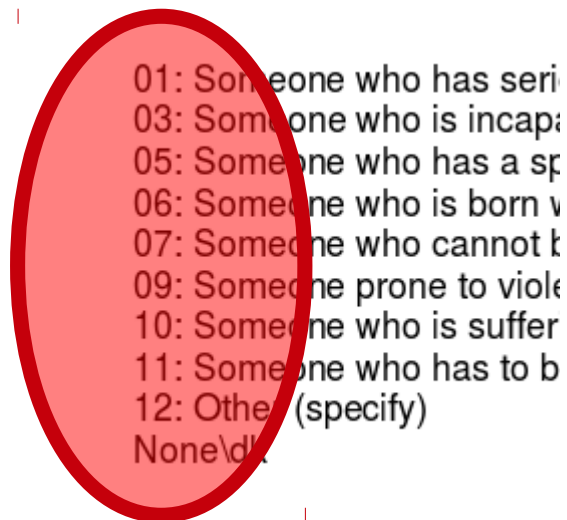
# Common questions

- Should I take into account [undiscussed concept]?
  - If we have not discussed that concept, you can just ignore it. For example, boosting or weighting
  - Keep it simple! ;-)
- Should I take into account the format of the presentation?
  - Focus on the questions responses format
  - But do not worry about the layout, order, etc. (week 9!)



# Common questions

- Examples related to layout from previous week that you can ignore:



# Discussion: recap – concept vs indicator

[?]

# Discussion: recap – concept vs indicator

- **Concept:** “categories for the organisation of ideas and observations” (Bulmer, 1984:43). *For example, religiosity*
- **Indicator:** “a sign of a presence or absence of the concept being studied” (Babbie, 2012:129). *For example, attending religious services*

# Discussion

- Concepts and indicators are **not in** assignment **#1**, but **useful for** assignment **#2!**
- Find someone who chose same survey for assignment #1
- 30 min. for discussion
- Support discussion and solve doubts, not answers ;-)

# Discussion

- Could you identify and critically discuss the concepts and indicators used for the survey?  
For example:
  - Can you identify what concepts are being measured in the survey?
  - Which indicators are being used to measure them?
  - Does the questionnaire use multiple indicators? If yes, why do you think this was necessary? If not, why not?

# That's all! Questions?

Thanks! ¡Gracias!  
Obrigado! Danke!  
Grazie!

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