

Foundations of Social Research - 10/19/22

Assignment 2 Lab: Sampling and the General Social Survey



# Lab #2 Agenda

Objective: To introduce the data & research tools utilized in Assignment #2.



Assignment 2 Overview



Demo: GSS Social Explorer & Codebook

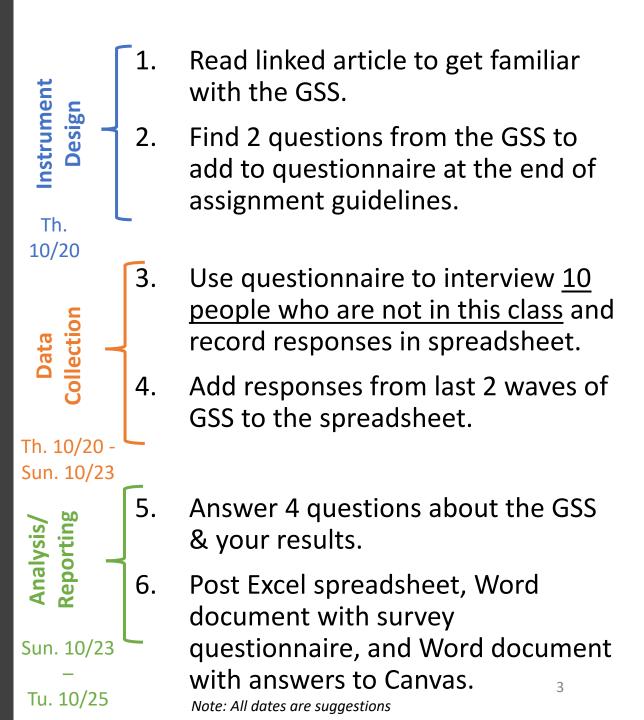


Demo/Practice: Administering a survey questionnaire



Demo: Tabulating survey results in Excel/Google Sheets

# Assignment #2 Outline





# Demo: <u>GSS Social Explorer</u> & Codebook

Finding questions & accessing data from the GSS.

(Steps 1, 2, & 4)

## 3 Ways to Find GSS Items

#### **Codebook:**

- Appendix V question subjects/topics
  - This document does not provide full question text. You will need to use either the Search Variables of View Trends options to get full question text.

#### **Search Variables page (in GSS Explorer):**

• Use keywords or tags to search based on your interests

#### **View Trends page (in GSS Explorer):**

• View results for select GSS questions across multiple survey waves.

# Demo: Administering a survey questionnaire

Administering a questionnaire & collect your responses

(Step 3)

## Build a Questionnaire & Use it as a Script

- 1. In a Word document, create a brief intro and consent statement.
- 2. Copy-paste 4 questions provided by Prof. Kiviat at the end of Assignment 2 guidelines.
  - 1. Be sure to include response options for question 4 (open ended).
- Copy question text for your two selected questions <u>directly</u> from the GSS explorer (Search Variables or View Trends pages) into Word document after the first four questions.
  - 1. Be sure to include response options for any openended questions.

SOC 180A/280A Questionnaire Script Francine Stephens

#### Introduction/Confidentiality Statement:

Thank you for agreeing to participate in this survey. The questions that I am about to ask you are part of an assignment for a college course. Your name will not be included when I turn in this assignment and your answers will not be used for any purpose except for this course assignment. Do you still feel comfortable proceeding with the survey?

#### Survey Questionnaire

- 1) In general, do you find life exciting, pretty routine, or dull?
- 2) Do you think most people would try to take advantage of you if they got a chance, or would they try to be fair?
- 3) Do you think the use of marijuana should be made legal or not?
- 4) About how often do you pray?

CODE RESPONSE AS ONE OF THE FOLLOWING:

SEVERAL TIMES A DAY.

ONCE A DAY,

SEVERAL TIMES A WEEK,

ONCE A WEEK,

LESS THAN ONCE A WEEK,

NEVER]

- 5) Is there any area right around where you live--that is, within a mile--where you would be afraid to walk alone at night?
- 6) Generally speaking, how concerned are you about environmental issues? Please tell me what you think, where I means you are not at all concerned and 5 means you are very concerned.?

#### Conclusion

Those are all the questions I have for you. Thank you for participating in my survey.



#### Administer survey questionnaire to interview 10 people you know

#### RECRUITMENT

- Start recruiting 10 people to participate **ASAP.** 
  - Can be family, friends, AND Stanford students not in this class.
  - Participants can be non-English speakers if you feel comfortable administering questionnaire in a language other than English.
- Administer upon recruitment if your respondent is ready to participate then and there.
  - Scheduling a time for later is fine too.

#### **ADMINISTRATION**

- Ask questions "in-person":
  - Face to face in-person,
  - Via Zoom,
  - Via phone
  - NOT via email or text.
- BEFORE interviewing read participant the modified confidentiality/consent statement that includes the following details:
  - These questions are part of a class assignment.
  - Your name won't be used in the part of the assignment that I turn in.
  - Your answers will only be used for this assignment, and not for any other purpose.

# Questionnaire Administration & Coding Responses

- Read questions <u>exactly as written</u> in GSS.
- Read response options when the question includes them, e.g., LIFE.

#### **Situations:**

- Respondent's answer does NOT match a response category or does not know how to answer.
  - → Don't Know (DK)
- For open-ended questions, let the respondent give their answer, e.g., PRAY.
  - Then, try to fit the answer into response categories the GSS provides.
  - If you are not sure where to fit the response, ask a follow-up – "When you say X, does that mean several times a day, once a week, etc...."

# Demo: Entering & Tabulating Results

Adjusting functions & formulas in provided spreadsheet

(Steps 3 - 4)

### Data Entry

#### **STEP 3:**

- Respondents are in rows, Question responses are in columns.
- Record respondents' answers by entering a 1 in the column that matches the respondents' answer.

#### **STEP 4:**

Record in your spreadsheet how GSS respondents answered the same questions in your questionnaire.

- Use the Search Variables Page in the GSS Explorer UI.
- Pay attention to what year was most recent wave when question was asked.
  - For the first 4 questions in your spreadsheet the most recent year is either 2018 or 2021. This may not be the case
    for the questions you selected.



## Use the Spreadsheet as a Calculator

#### For each question, calculate two sets of values:

Total Number of Responses

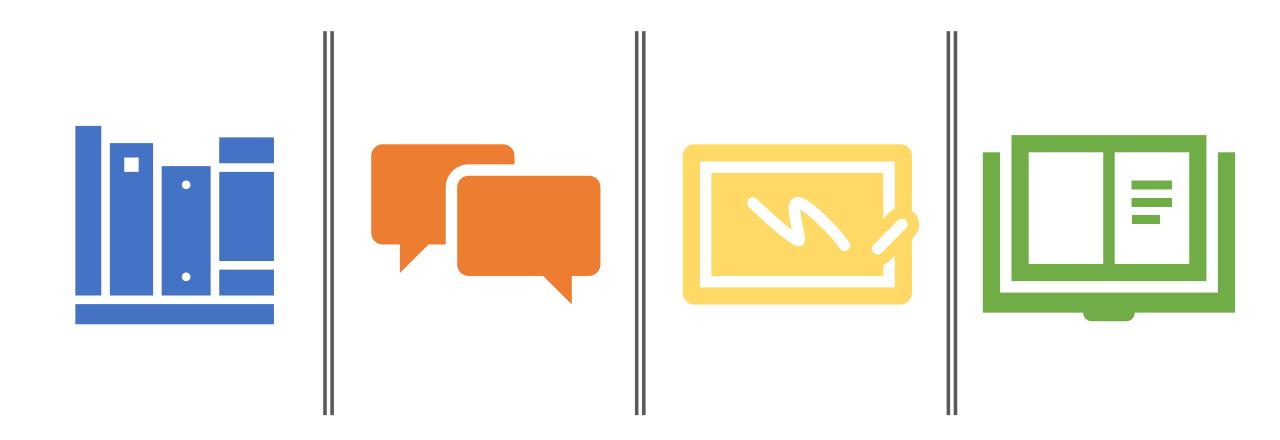
Use SUM function
 TOTAL (calculate in Row 14)
 sum down response columns for your respondent data

# of Respondents (calculate in Row 26)
sum across row that contains all response counts for GSS data

Percentage of Responses for each response category • Write a formula with absolute references (\$)\*

% (calculate for your data, Row 15) TOTAL divided by the # of Respondents Value (in Row 17).

% (calculate for GSS data, Row 24) Number divided by the # of Respondents Value (in Row 26).



# Questions, concerns, or comments?

Feel free to email with questions or visit/schedule officeless hours with me.