




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

Instrument Design

Th.
10/20

1. Read linked article to get familiar with the GSS.
2. Find 2 questions from the GSS to add to questionnaire at the end of assignment guidelines.

Data Collection

Th. 10/20 -
Sun. 10/23

3. Use questionnaire to interview 10 people who are not in this class and record responses in spreadsheet.
4. Add responses from last 2 waves of GSS to the spreadsheet.

Analysis/ Reporting

Sun. 10/23

Tu. 10/25

5. Answer 4 questions about the GSS & your results.
6. Post Excel spreadsheet, Word document with survey questionnaire, and Word document with answers to Canvas.

Note: All dates are suggestions



Demo: GSS Social Explorer & 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 or 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).
3. Copy question text for your two selected questions directly 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 open-ended 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 1 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 exactly as written 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).

***ABSOLUTE REFERENCING:** In the formula, be sure to use dollar signs right before and after the column letter for the cell's representing # of respondents with dollar signs (e.g., \$C\$17 in the LIFE variable % computation).



Questions, concerns, or comments?

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