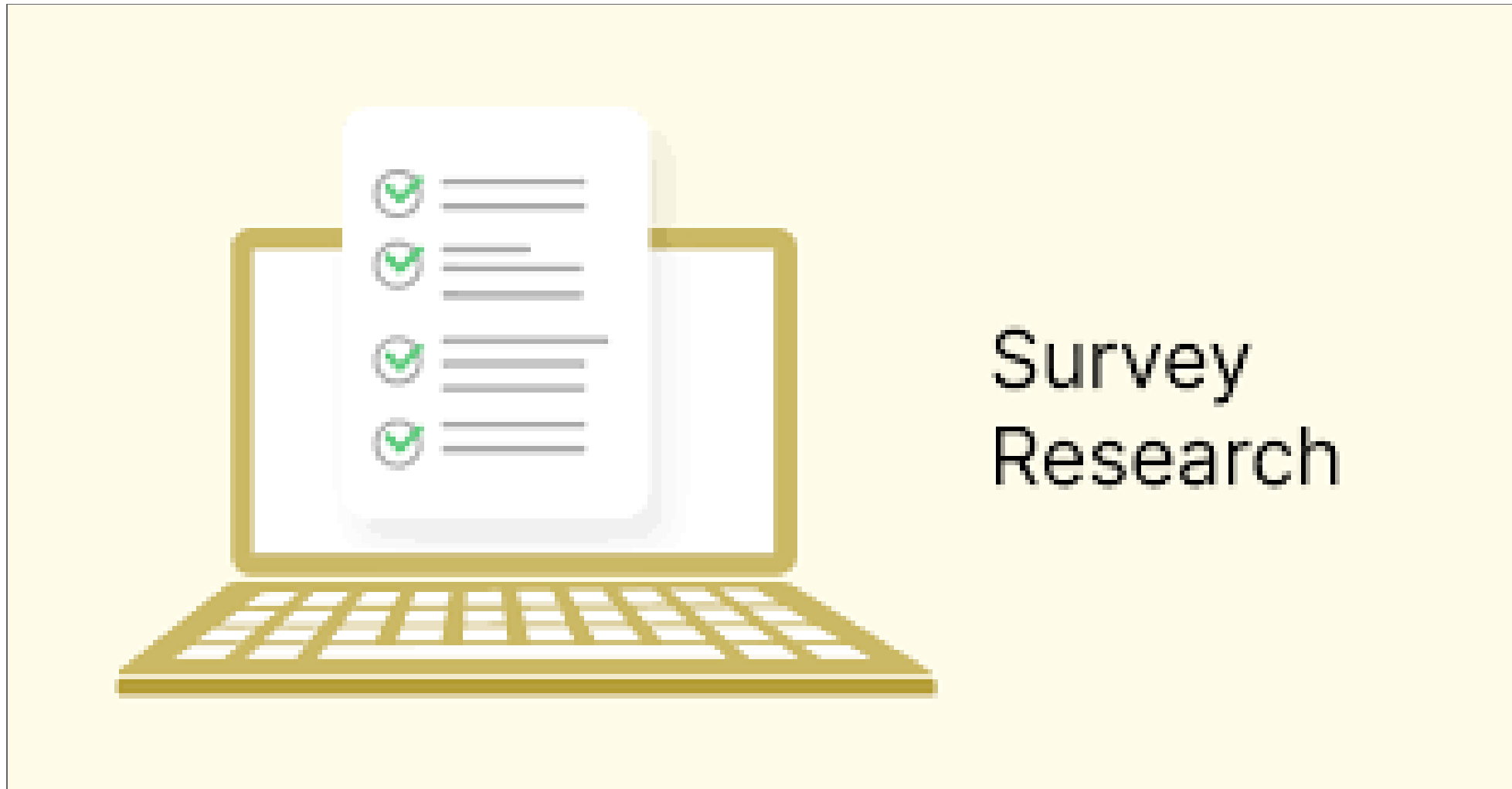


Chapter 7 - Survey Research

What is a Survey?



(images: Voxco)

What is a Survey?

Omnibus Survey

- The General Social Survey (GSS) is a form form of omnibus survey.
- Started in 1972
- Occurs every two years
- Includes ~500 Questions (90-minute Interview)
- Limitations: questions lack depth

RECENT RESEARCH IN PSYCHOLOGY

C. Russell
I. Megaard
Editors

The General Social Survey, 1972-1986

*The State of the
American People*



Springer-Verlag

Questionnaire Development and Assessment

- Maintain focus
- Build on existing instruments
- Consider translation

Writing Questions

Construct Clear and Meaningful Questions

Avoid confusing phrasing and vagueness

Confusing

Clear and Meaningful

How often do you carry methods of self-protection on you, while in the subway, after dark, with friends?

In the last month, how many days did you carry a method of self-protection such as pepper spray?

Writing Questions

Construct Clear and Meaningful Questions

Avoid negatives and double negatives

<u>Double Negatives</u>	<u>Clear and Meaningful</u>
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Do you disagree that juveniles should not be tried as adults if they commit murder?

To what extent do you agree or disagree with the following statement:
Juveniles should be tried as adults if they commit murder.

Writing Questions

Construct Clear and Meaningful Questions

Avoid double-barreled questions

Double barreled

Clear and Meaningful

I believe we should stop spending so much money on prisons and put it into building more schools.

I believe we should stop spending so much money on prisons. Yes ___ No ___

I believe we should invest more in education. Yes ___ No ___

Writing Questions

Construct Clear and Meaningful Questions

Beware of “agreement bias”

Agreement bias

Clear and Meaningful

To what extent do you agree or disagree with the following statement: *The new health care plan is worthy of support.*

Have you ever *shoplifted* something from a store?

To what extent do you *support or oppose* the new health care plan?

Have you ever *taken anything from a store without paying for it?*

Writing Questions

Additional Guidelines for Fixed-Response Questions

Mutual Exclusivity

Not Mutually Exclusive

Mutually Exclusive

On average, how much time do you spend on the job each week taking care of traffic violations?

- A.) Less than 1 hour
- B.) 1-3 hours
- C.) 3-6 hours
- D.) 6-10 hours
- E.) 10 hours or more

On average, how much time do you spend on the job each week taking care of traffic violations?

- A.) 1 hour or less
- B.) 2-3 hours
- C.) 4-6 hours

D.) 7-10 hours

E.) 11 hours or more



Writing Questions

Additional Guidelines for Fixed-Response Questions

Make choices exhaustive

Not Exhaustive

Exhaustive

In what activity do you spend the most time in an average week on the job?

- A.) Traffic violations
- B.) Disturbance-related issues
- C.) Felony arrests
- D.) Misdemeanor arrests

In what activity do you spend the most time in an average week on the job?

- A.) Traffic violations
- B.) Disturbance-related issues
- C.) Felony arrests
- D.) Misdemeanor arrests
- E.) Other, please specify: _____

Writing Questions

Additional Guidelines for Fixed-Response Questions

Likert-type responses

Select one choice below

I think “three strikes” laws that increase penalties for individuals convicted of three or more felonies will help to decrease the crime-rate.

Strongly Agree ____

Agree ____

Neither Agree or Disagree ____

Disagree ____

Strongly Disagree ____

Writing Questions

Additional Guidelines for Fixed-Response Questions

Avoid Fence-Sitting

Floater

Writing Questions

Additional Guidelines for Fixed-Response Questions

Use filter questions

(images: ResearchGate)

Writing Questions

Additional Guidelines for Fixed-Response Questions

Combining Questions into an index

(images: University of Flordia)

Writing Questions

Additional Guidelines for Fixed-Response Questions

Demographic Questions

- These include questions about information regarding gender, age, race/ethnicity, income, and religion.
- Where should you put these within your survey? ([Beginning](#) or [End](#))
- Consider ordinal measures when concerned about protecting anonymity

Writing Questions

Don't forget to pretest!

- Take the survey yourself or have a friend try it out
- Do as many drafts as possible

Survey Designs

Self Administered Surveys

- Conducted by mailing a questionnaire to respondents, who administer the survey themselves.
- Free to answer at leisure
- Very cheap to administer

Survey Designs

Group-Administered Survey

- Completed by individual respondents assembled in a group.
- Response rate is less of a problem
- More expensive to create

Survey Designs

Surveys by Telephone

- Interviewers question respondents over the phone and then record their answers
- Most common method
- Cheap to use

Survey Designs

In-Person Interviews

- A face to face social interaction between interviewer and respondent.
- Considered the best survey design
- Expensive

Survey Designs

Web-Based Surveys

- Things like Qualtrics
- Cheap and efficient
- Can administer surveys all across the world.
- Obtain high generalization

Survey Designs

Mixed-Mode Surveys

- Combining methods
- Allows strength of one survey design to compensate for the weakness of another
- Maximizes the likelihood of securing data from different types of respondents

Ethical Issues in Survey Research

Protection of Respondents

Confidentiality



Have a good day!!

(image: giphy.com)

