

### **Exercise: Mode and sampling designs.**

Every (survey) research project starts with two things:

1. A research question
2. A population for which you want to answer the research question.

Given a question and population, there may still be several different ways to set up a survey. The choice for the survey mode and sampling design are two decisions that have to be taken early in the process, and they will shape many decisions that you take later in the process (on sampling, fieldwork strategy, nonresponse conversion, questionnaire design, modes of interview etc.)

Read the scenarios below. Each scenario includes a research question and population. Think about the best possible choice for survey mode. There is not one best choice, so be sure to discuss the advantages and disadvantages of different possible designs:

#### **Scenario 1**

A researcher would like to know to what extent neighbours in high-rise flats (over 8 floors tall) in Utrecht help each other out. She suspects that people help each other mainly if they have the same ethnic and socio-economic background.

#### **Scenario 2**

A researcher would like to monitor the effect of introducing smart boards (electronic white boards) in Dutch vocational schools (MBO - where students are trained in a profession after high school). The researcher intends to investigate vocational schools that are very open to working with electronic audiovisuals, and schools not open to it. The budget for this study is limited, so he can monitor about 25 schools. He is interested in the effects and opinions of both students and teachers.

#### **Scenario 3**

A researcher would like to do a survey among homosexual muslims in the region of Utrecht to find out how the families of these men and women deal with this.

#### **Scenario 4**

For the upcoming elections for the European parliament, a market research firm with offices in all EU countries would like to do a pan-EU survey among the EU electorate to a) predict the outcome of the election in every country and b) compare the attitudes of people in different countries towards the European Parliament.

#### **Scenario 5**

A researcher would like to do a survey among elderly people (age 70+) who group in shopping centres (malls) in the USA during the day. She is interested to find out why those elderly people choose to convene in malls, and not in any different place.