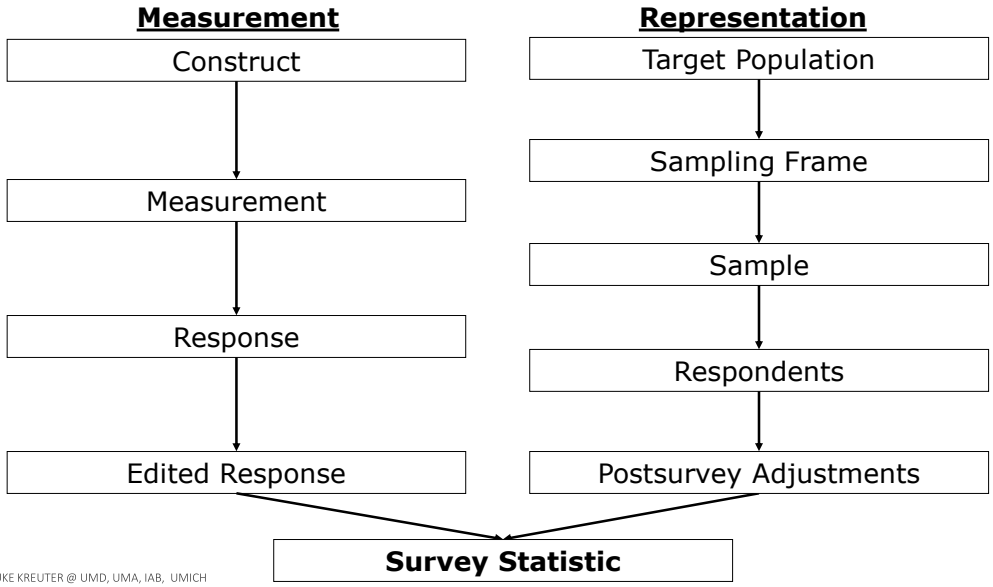
Three Perspectives on the Survey Lifecycle

From a design perspective

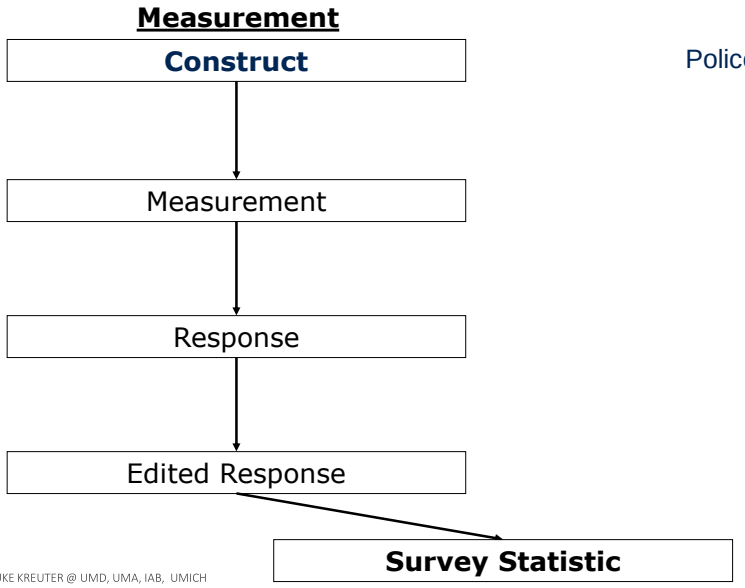
From a process perspective

From a quality perspective

Survey Lifecycle from a Design Perspective



Survey Lifecycle from a Design Perspective



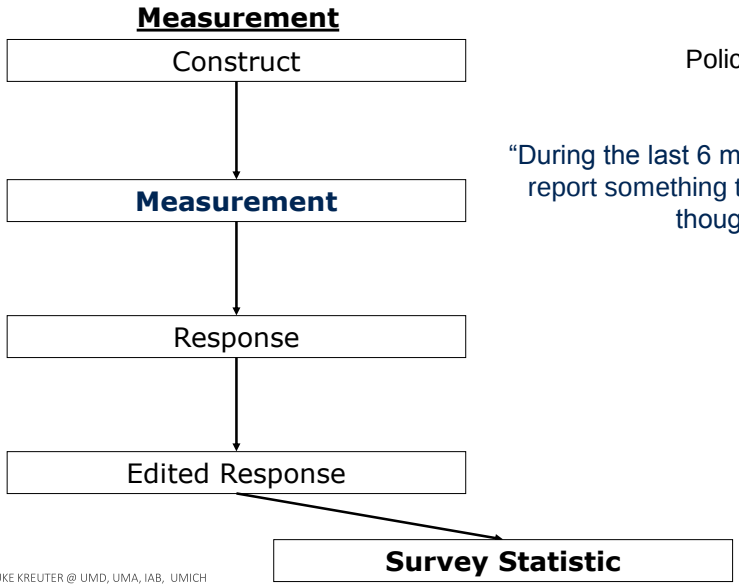
Police-reported crime

Construct

Elements of information sought by researcher, usually described by words, often abstract, permitting different more specific definitions

Examples: “belief in God”, “happiness”, “quality of life”, “crime”

Survey Lifecycle from a Design Perspective



Police-reported crime

"During the last 6 months, did you call the police to report something that happened to you that you thought was a crime?"

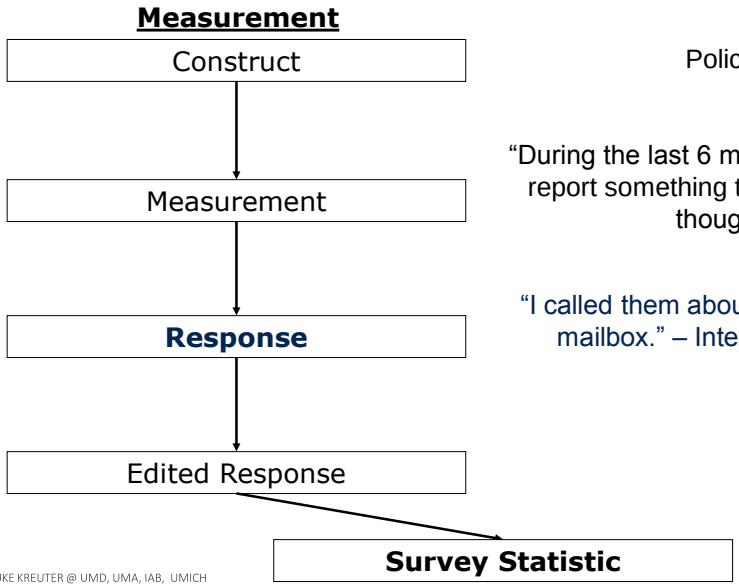
Measurement

Linking theoretical constructs to observable variables

- Ways to gather information about constructs
- Procedures, operations, step-by-step protocols implemented to gather data

Examples: questions, observations, soil samples, blood pressure readings

Survey Lifecycle from a Design Perspective



Police-reported crime

"During the last 6 months, did you call the police to report something that happened to you that you thought was a crime?"

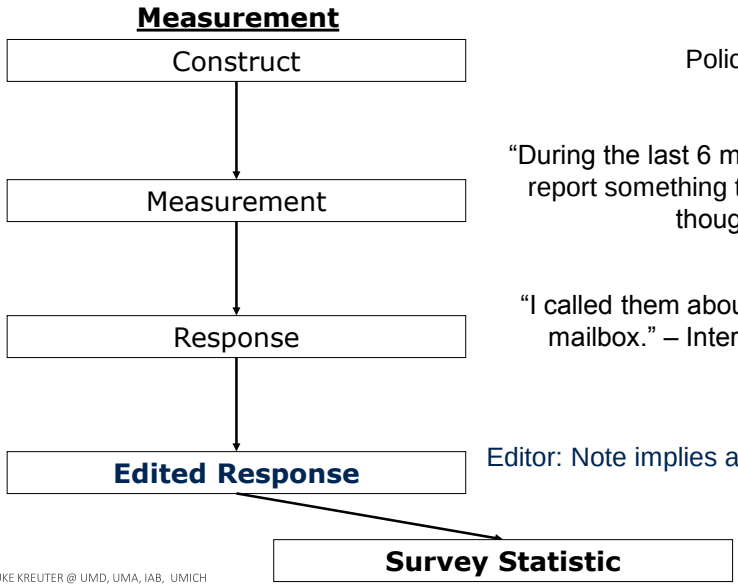
"I called them about my neighbor's car hitting my mailbox." – Interviewer records 1 for "Yes".

Response

Respondent outcomes from measurements

Example: answers to questions, quantity of soil, number from blood pressure device, record extraction

Survey Lifecycle from a Design Perspective



Edited Response

Value stored in data record used for analysis for specific measure

Resulting from coding (text to numbers), acceptable answer set (e.g., range edits), or consistency rules (e.g., contingency edits)