Survey Research 101

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CGU

Steps

1. Write, revise, finalize survey questionnaire
2. Program survey in Qualtrics
3. Determine sample parameters and budget
   a) Choose vendor and line up payment
4. File IRB
5. Field
6. Clean
7. Analyze

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Survey Questionnaire

1. Research question, theory, hypotheses, operationalization of key variables need to be completed before you write your questionnaire

2. Borrow from other surveys, lots of questions have been tested and validated

   a) Large social science surveys like ANES, GSS, Barometers, Gallup, Pew, Roper iPoll (https://ropercenter.cornell.edu/ipoll/)

3. Circulate for feedback! Best to figure out issues with survey before you field it than after.

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Qualtrics

1. Set up account here: https://my.cgu.edu/students/ go to Qualtrics on right of page

2. Program survey in Qualtrics. Test it again and again! Have friends test it.

3. Check timing.

4. Publish the survey to finalize any changes before fielding it.

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Sample Details

1. How many people do I want to survey?
   a) For experiments do a power analysis to estimate N for each treatment arm
   b) For cross-sectional surveys it depends on population targets
2. Who do I want to survey?
   a) Convenience sample?
   b) Sample of adults that looks like the U.S. adult population? (quota balanced)
   c) Sample of adults that is representative of U.S. population? (probability sample)
   d) Black Americans?
   e) White Republicans?
3. What is my budget?

Vendors

1. mTurk and CloudResearch (as little as $0.10 / complete) (https://app.cloudresearch.com/app/dashboard)
2. Prolific (up to $1 or more per complete)
3. Lucid Theorem or Lucid Marketplace (https://lucidtheorem.com/) ($1-$3 / complete)
4. SSI / Dynata / Research Now (~$2-$3 / complete)
5. Bovits ($3-$5 / complete)
6. Qualtrics Panels
7. YouGov ($12-$15 / complete)
8. NORC ($25+/complete)
9. RDD Phone survey ($50+/complete)

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IRB

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1. Complete CITI training certification
2. Create and submit proposal for approval (you will have to submit under supervision of a faculty PI)

https://my.cgu.edu/research/irb-institutional-review-board/

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Field

1. Determine dates and timing (harder to field over holidays or on weekends)
2. Test one more time before launch.
3. Double check that survey has been published on Qualtrics.
4. Ensure that survey has embedded links properly specified to interface with vendor (if applicable)
5. Do soft / pilot launch to make sure everything is working!
6. Then go full launch.

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Clean and Analyze

1. QualtricsR package (reads Qualtrics surveys into R with proper formatting)

2. Obviously cannot cover this in this session but two tips:

   a) I'm teaching a class on Computation Tools for Social Sciences which will cover cleaning and analyzing all sorts of data in R

   b) I am also teaching a class next semester on Survey Research which will spend an entire semester doing everything I've told you here today included actually fielding our own surveys and analyzing the data together.

Questions?

Please feel free to use me as a resource! Send me question, ask me to look over your survey instruments, ask me to test a link once you've programmed it into Qualtrics, etc.

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Email me if you want me to send you these slides or get them at https://github.com/tylerreny/CGUskillsworkshops