

# Survey Research

- I. Designing questionnaire
- II. Methods of survey research
- III. Survey with minority community

# I. Designing questions

## 1. Close- vs. open-ended questions

- Exhaustive and mutually exclusive

## 2. Wording of questions

- Simple, short, direct and clear
- Be careful in making references
- Avoid double-barreled questions
- Never use slang terminology

# Questionable stats on first-born CEOs

USA Today 9-11-2007

As the youngest of five children — none of whom became a CEO — I have always been aware of the differing perspectives of different-aged siblings. Even so, I am not certain USA TODAY's article comes to a reasonable statistical conclusion about birth order ("First-born kids become CEO material," Cover story, Money, Sept. 4).

While there are statistics in the article indicating that 43% of the 1,582 respondents were first-born, nowhere in the article does it break out a statistic for how many of these are actually only children.

All only children are by definition also first-born, but because they don't have siblings, they don't have the opportunity to teach younger siblings and learn from that experience.

There doesn't seem to be conclusive evidence showing that birth order in relation to other siblings plays a role in becoming a CEO.

Steven P. Alpert  
Suffern, N.Y.



By Dan MacMedan for USA TODAY

**No. 1:** Andrea McGinty, founder of the online Baby Dagny, is the eldest of six.

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# I. Designing questions

## 3. Structure and design of questionnaire

- Be easy on the eyes and easy to complete
- **Directions:** clear & precise
- **Order:** Begin with easy, interesting items; opinion first, factual later

# I. Designing questions

## 3. Structure and design of questionnaire

- Question **formats**:
  - Place “X” in a box ()
  - **Filter** question
  - **Contingency** question
  - **Matrix** question

... Items for a Questionnaire

Please indicate your response to the following questions by placing an X in the appropriate box.

1. Which of the following best describes where you live?

- In a large city (100,000 population or more)
- In a suburb near a large city
- In a middle-sized city or small town (under 100,000 population) but not a suburb of a large city
- Open country (but not on a farm)
- On a farm

2. Have you ever shoplifted an item with a value of \$10 or more?

- Yes
- No

If Yes: How many times have you taken such items?

- Once
- 2 to 5 times
- 6 to 10 times
- More than 10 times

Filter Questions

Contingency Question

3. Do you belong to an organized religion?

- Yes
- No (If No, please skip to Section C, question 1.)

4. Please indicate the religion to which you belong:

- Protestant
- Catholic
- Jewish
- Other. Please specify. \_\_\_\_\_

**Table 13.1** Rosenberg Self-Esteem Scale

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
(1) On the whole, I am satisfied with myself.	SA[4]	A[3]	D[2]	SD[1]
(2) At times I think I am no good at all.	SA[1]	A[2]	D[3]	SD[4]
(3) I feel that I have a number of good qualities.	SA[4]	A[3]	D[2]	SD[1]
(4) I am able to do things as well as most other people.	SA[4]	A[3]	D[2]	SD[1]
(5) I feel I do not have much to be proud of.	SA[1]	A[2]	D[3]	SD[4]
(6) I certainly feel useless at times.	SA[1]	A[2]	D[3]	SD[4]
(7) I feel that I'm a person of worth, at least on an equal plane with others.	SA[4]	A[3]	D[2]	SD[1]
(8) I wish I could have more respect for myself.	SA[1]	A[2]	D[3]	SD[4]
(9) All in all, I am inclined to feel that I am a failure.	SA[1]	A[2]	D[3]	SD[4]
(10) I take a positive attitude toward myself.	SA[4]	A[3]	D[2]	SD[1]

**Source** Morris Rosenberg, *Conceiving the Self*, rev. ed. (Malabar, Fla.: Krieger Publishing Company, 1986). Reprinted by permission of Morris Rosenberg.

# I. Designing questions

## 3. Structure and design of questionnaire

- Be culturally sensitive
- Pilot testing



## II. Main methods of survey research

### A. Self-administered questionnaires

#### 1. Response rate

- 50% - 60% - 70%
- Non-response bias

1) Cover letter

## II. Main methods of survey research

### A. Self-administered questionnaires

#### 1. Response rate

2) Payment/incentives

3) Mailing procedures

4) Length and appearance

5) Follow-up

## II. Main methods of survey research

### A. Self-administered questionnaires

Advantages (4):

Disadvantages (6):

## II. Main methods of survey research

### B. Interviews

#### 1. Structure of interviews

- 1) Informal conversational interview
- 2) Standardized open-ended interview

# II. Main methods of survey research

## B. Interviews

### 1. Structure of interviews

#### 3) Standardized interview

- Familiarity with questionnaire
- Follow exact wording
- Record open-ended questions in verbatim
- Probe
- Coordination and control

### The Schedule-Standardized Interview

*Interviewer's explanation to the teenage respondent:* We are interested in the kinds of problems teenagers have with their parents. We need to know how many teenagers have which kinds of conflicts with their parents and whether they are just mild disagreements or serious fights. We have a checklist here of some of the kinds of things that happen. Would you think about your own situation and put a check to show which conflicts you, personally, have had and about how often they have happened? Be sure to put a check in every row. If you have never had such a conflict then put the check in the first column where it says "never."

(Hand him the first card dealing with conflicts over the use of the automobile, saying, "If you don't understand any of those things listed or have some other things you would like to mention about how you disagree with your parents over the automobile let me know and we'll talk about it.") (When the respondent finishes checking all rows, hand him card number 2, saying, "Here is a list of types of conflicts teenagers have with their parents over their friends of the same sex. Do the same with this as you did the last list.")

Automobile	Never	Only Once	More Than Once	Many Times
1. Wanting to learn to drive				
2. Getting a driver's license				
3. Wanting to use the family car				
4. What you use the car for				
5. The way you drive it				
6. Using it too much				
7. Keeping the car clean				
8. Putting gas or oil in the car				
9. Repairing the car				
10. Driving someone else's car				
11. Wanting to own a car				
12. The way you drive your own car				
13. What you use your car for				
14. Other				

**Source** From Raymond L. Gorden, *Interviewing: Strategy, Techniques, and Tactics*, 4th ed. Copyright © 1987 by the Dorsey Press. Reprinted by permission of the estate of Raymond Gorden.

## II. Main methods of survey research

### B. Interviews

Advantages (4):

Disadvantages (3):

## II. Main methods of survey research

### C. Telephone surveys

#### Advantages:

- Less expensive
- Speedy

#### Disadvantages:

- Must be short → restricted data
- Lack of visual contact
- Only for those who have landline phones



## II. Main methods of survey research

### D. Online surveys

#### Advantages:

- Speed, low cost, ability to reach
- Anonymity

#### Disadvantages:

- Representativeness?
- Limited access

# III. Survey with minority community

**Can standard survey method be applied?**

- ❖ Community suspicion
- ❖ Language barriers
- ❖ Status difference
- ❖ Contextual difference

# Coming up...

WEEK 9: Exam 1 (Please arrive on time!)

WEEK 10: Spring Break!

WEEK 11: Experimental designs

Week 12: Single subject designs

Week 13: Qualitative research &  
Consultation Meetings

Week 14: Research Group Meeting

Week 15: Exam 2 & Consultation Meetings

Week 16: Oral Presentations & Evaluation