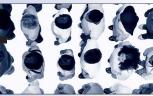
to Figure 1-1:

A "push polf" ha telemankering technique in which telephone calls are used to cansose potential water, beeing them false or miskading "information" about a candidate under the protense of lading a polf to see how this the intent is not to measure public opinion but the intent is not to measure public opinion but to manipulate a "ro "push" worse away from one candidate and toward the opposing candidate. Such pols defears selected candidates by spreading table or moleculary information about the control of the c

(Bednarz 199e



The Role of the Survey Intervier General Guidelines for Survey Interviewing Coordination and Control elephone Surveys Computer-Assisted Telephone Interviewing (CATI) Response Ranes in Interview Surveys rulline Surveys

ses for Asking Questions see Appropriate Question Forms
Make Items Clear
Avoid Double-Barreled Questions
Respondents Must Be Competent
to Answer
Respondents Must Be Willing

CengageNOW for Sociology online tool to help you make the grade on your next exam. After this chapter, go to "Online Study Resources" at the end of the

Introduction

veys are a very old research technique. In the Testament, for example, we find the following

After the plague the Lord said to Moses and to Eleazar the son of Aaron, the priest, "Take a census of all the congregation of the people of Israel, from twenty years old and upward." (Numbers 26: 1–2)

lorael, from twenty year old and upwand."

(nonwave 26 1-2)

Ancient Egyptian rules conducted cremuses
to help them administer their domains. Jose was
been away from home because loogh and Mary
self-many from home because loogh and heary
home the self-man of the self-ma

the article failer piece is no industries under the failer failer piece in this case as not George Gallup leak Mart (1880) 1956, 208). George Gallup leak Mart (1880) 1956, 208), there is no record of any being returned. Today, survey research is a frequently used mode of observation in the social sciences. In a Typical survey, the research set sleep as sample of respondents and administers a standardized ques-tion of the contraction of the contraction of the temporal time of the contraction of the con-temporal time of time of the con-temporal time of time of time of time of time of the con-temporal time of time

The chapter includes a short discussion of secondary analysis, the analysis of survey data collected by someome che. This use of survey results has become an important aspect of survey research in recent years, and it's especially useful for students and others with scarce research funds. Let's beigh to looking at the kinds of topics that researchers can appropriately study by using survey.

Topics Appropriate for Survey Research

for Survey Research
Surveys may be used for descriptive, explanators, and explaneary purposes. They are chiefly
many and explaneary purposes. They are chiefly
many and explaneary purposes. They are chiefly
many and they are chiefly a survey of the
many and they are chiefly a survey of
many and a survey in which dronces were the
many and a survey in which dronces were the
divorces (or to some other responderss).
Surveys research is probably the best method
available to the social researcher with its interested
available to the social researcher with its interested
into too large to observe directly. Careful probability sampling provides a group of responders,
whose characteristics may be taken to reflect those
of the larger population, and carefully constructed
the larger pepulation, and carefully constructed
the larger pepulation, and carefully constructed
the larger pepulation. Paddic optimize the constants form from all responders.

Surveys are also excellent whickes for measurmany for off this contribution in Just be become
so prevolent that at times the public seems unsure
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alls are also criticized for being too accurate— r example, when exit polls on election day are ed to predict a winner before the actual voting is

polls are also criticated for being too accurate— for example, when exit polls on decision day are used to predict a witner before the actual voting is the product as witner before the actual voting is the predict and the product of the product of the theory of the product of the product of the product the predict and the product of the product of the consultatives of the topic behavior and or or the "finality". A good example to be referred to the product of the product for her data-ordication methods. For example, a 1997 filter report the black of equationalises com-ting the product of the product of the product of the women? Her reported that the distributed some 100,000 questionnises through various organiza-tions, and around 4,500 were returned. Now 4,500 and 10,000 are large numbers in the context of survey sampling. However, given the product of the product of the product of the pro-ting the product of the product of the product of the didn't necessarily reported that the fairly under the product of the product of the product of the pro-trained that the product of the product of the pro-trained that the product of the product of the pro-trained that the product of the product of the pro-trained that the product of the product of the product whose picture is on the permy. (Fell them it's 18%), Unfortunated a policy and caller without picture, and the product of what per fine the product of the product of the product of what per fine the product of the product of the product what per fine the product of the product of the product what per fine the product of the product of the product what per fine caller within a plant of the product of the what per due to the product of the product what per fine the pro

for Asking Questions

TO FASKING QUESTIONS.

In social research, windles are often operationalticed when researchers als proofe questions as a word period, but on analysis and interpreta-tion. Sometimes the questions are asked by an underwise moments they are written down and given to repondents for completion. In other than the proposition of the proposition of the con-portationalization of variables while avoiding publish that can recibious that serves a sceellent operationalization of variables while avoiding information.

Surveys include the use of a question-table—an instrument specifically designed to surveys include the use of a question-table—an instrument specifically designed to survey include the use of a question-table and instruments of the proposition of the pro-sent of the proposition of the proposition of the pro-sent of the proposition of the proposition of the pro-ter of the proposition of the proposition of the pro-sent of the proposition of the proposition of the pro-sent of the proposition of the proposition of the pro-sent of the proposition of the proposition of the proposition of the pro-position of the proposition of the proposition of the proposition of the proposition of the pro-position of the proposition of the proposition

to the more open-ended questionnaires used in qualitative, in-depth interviewing, the underlying logic is valuable whenever we ask people questions in order to gather data.

Choose Appropriate
Question Forms
Let's begin with some of the options available
to you in creating questionnaires. These option
include using questions or statements and che
open-ended or closed-ended questions.

Ouestions and Statements

questions and Statements
Although the term questionnaire suggests a collection of question, are caustration of a typical question of question, are caustration of a typical question of the collection of th

estionnaire A document containing questions d other types of items designed to solicit informa-n anyoperiate for analysis. Questionnaires are used

Both questions and statements can be used profitably. Using both in a given questionnaire gives you more flexibility in the design of items and can make the questionnaire more interesting as well.

Open-Ended and Closed-Ended Questions

Open-Ended and Closed-Ended Questions. In asking questions, researchers have two opinsts. They can ask open-steed questions, in which case the reponders in solided to provide its to the host of the reponders and the production of the control of control of control of the

mat. The chief shortcoming of closed-ended ques-The chief shortcoming of closed-ended ques-tions lies in the researcher's structuring of re-sponses. When the relevant answers to a given question are relatively clear, there should be no problem. In other cases, however, the researcher structuring of responses may overlook some imp tant responses. In asking about "the most impor-tant issue facing the United States," for example, his or her checklist of issues mistle outsi certain.

s that respondents would have said were

tions that reproducts would have said were important.

The construction of dood-ented queetions whould be guided by wo structural requirements. First, the response categories provided should be reachester. They doubt include all the proside constructions of the product of the product of the construction of the product of the construction of the

Make Items Clear

Make Items Clear

It should go without saying that questionnaire items need to be dear and unambiguous, but the broad preliferation of undear and ambiguous cost questions in survey makes the point worth the broad preliferation of undear and ambiguous cost questions in survey makes the point worth the cost of the point of the point of the cost questions and perspectives are decar to us but not to our respondents—many of whom have paid little or no a terimion to the topic. Or, if we base only a superficial understanding of the topic we may fall that to specify the intent of a question sufficiently. The question "What do you think about the proposed counterquastion." Which proposed paper plan? Questionnaire items should be precise so that the respondent knows exactly what the researcher is asking. The possibilities for misunderstanding are endless, and no recent her is immune (Volvak and Rothget) 1973).

One of the most established research projects in the United States is the Cersus Bureau's vogpo-

ing 'Current Population Survey' or CPS, which measures, among other critical data, the nation's unreplayment tast. A part of the measurement of employment just term focus on a respondent's activities aduring fast work. It you was a characteristic activate fast actives. I want fast the Ceruss activates aluring fast work. It you want to be surrained to be surrained to be surveyed to the survey found the more than had the repeated to tool. I state work? to include only Monday through Fishel's pile was men or than had the repeated tool. I state work? to include only Monday through Fishel's pile was men of them. When the work of the present the other working full-diment and the more respondents used the more traditional definition of 40 hours per work. As a consequent the working of these questions in the CFS was modified in 1994 to specify the Ceruss Bureauth of the Cerus Samurain Company of the term which the contract of the contract of the term which are contracted to the contract of the term which are contracted to the contract of the cont

Avoid Double-Barreled Ouestions

Avoid Double-Barreled Questions
Frequently researchers ask repondents for a singlestower to a question that extually has multiple
to the property of the pro

Double-Barreled and Beyond

Even es

These several elements offer the possibility of numerous points of view — far more than the three alternatives offered to the survey responderes. Even if we were to assume hypothetically that Libya would if more its transfer and the United States would if seep inflating more dismage in entury yournight have any one of at least seven distinct expectations about the astomas.

He looks like the kind of Russian leader who will recognize that both the sovies and the Americans and destay each other with andead missiles so it is better to come to verifiable ames control agreements. He sense to be more modem, enightened, and attractive, the sense to be more modem, enightened, and attractive, it would be a missile spot for the peace of the world. Even though the bolds much more modem and attractive, it would be a missile to think he will be much different from other Russian leaders.

Respondents Must Be Competent to Answer

DE COMPETER OF AUSSNET
IN asking respondents to provide information, you should continually ask yourself whether they can do so reliably, in a study of child remain, you might ask respondents to report the age at which they first talked back to their parents, Ogithe sadde from the problem of defining adding back to parent, it's doubtful that most respondents would remember with any degree of accuracy.

As another example, student government lea ers occasionally ask their constituents to indicate how students' fees ought to be spent. Typically, respondents are asked to indicate the percentage of available furnds that should be devoted to a lon list of activities. Withour a fairly good knowledge the nature of throe activities and the costs involve in them, the respondents cannot provide meanin ful answers. Administrative costs, for example, we

One group of researchers examining the driv-ing experience of teenagers insisted on asking an open-ended question concerning the number of miles driven since receiving a keense. Although consultant surgacet that few drivers would be able to estimate such information with any accuracy, the question was asked nonetheless. In response, some teenagers reported driving hundreds of thou-sawks of miles.

Resnondents Must Be

RESPONDENTS MUST BE Willing to Answer

Often, we would like to learn things from people that they are unwilling to share with us. For example, Yanjie Bian indicates that it has often been difficult to get candid answers from people in

hina.

[Herr] people a remail partial planty with the year on hospiruste occasions in order to the year on hospiruste occasions in order to the year of year o

(1994: 19-20)

ometimes, U.S. respondents say they're unde-when, in fact, they have an opinion but think er in a minority. Under that condition, they be reducata to tell a stranger (the interviewer) that opinion is. Given this problem, the Gallup ization, for example, has used a "secret ballot" ut, which simulates actual election conditions.

similar problem in his field research among U.S. survivalists:

concealing their detuntion and intrinstent about concealing their detuntion and inclinations. They realize that secrecy protects them from the relicule of a delice-inity majoriny, but enforced separation dimittables opportunities for recultiment and information exchange. ... "Secretive" survivalies eacher welephones. Sander their mall through letter exchange, use nickanness and alises, and one-duly one-du

Questions Should Be Relevant

Questions Should Be Relevant

Similarly questions aded in a questionnaire thould
be relevant to most respondents. When attitudes
are requested on a topic that few respondents have
thought about or really care about, the results
are not flicky to be useful. Of course, because the
work of the results of the results of the results
are not flicky to be useful. Of course, because the
first of the results of the results of the results
are not flicky to here against any thought to the issue, you
run the risk of being misled.

This point is illustrated occasionally when
researchers ask for responses relating to fictitions
people and stones, in one patitical pel conducted,
with each of 15 political figures in the community
As a methodological cerection. I made up a name:

Tom Sakumsto. In response, 9 percent of the
respondents adult bely were familiar with him. Of
those respondents familiar with him, about half respondents and flow even familiar with him. Of
those respondents familiar with him. John thalf
responses genuinely relies attitudes and with reflect
min in the envergence.

When you obtain response to flexibus issues,
you can divergard force response, the which reflect
and the response genuinely relies attitudes and with reflect
are undecided in those instances where that is the
case. Unfortunately, however, they often make up
answers.

Short Items Are Best

Short Items Are Best in the interest of being manninguous and pre-cise and of printing to the refevence of an issue, reconcision, and of printing to the refevence of an issue, reconcision, and of the printing to the reference in term. That aboud the avoided, Reponderian series that aboud the avoided, Reponderian time mightly, understand its intern. and select on term quickly, understand its intern. and select on provide an answer whost offlictudy. In general, assume that responders will read items quickly provide and give quick amounts, Accordingly, provide dear, short items that will not be minimerpreced under those conditions.

Avoid Negative Items

Avoid Negative Items
The appearance of a negation in a questionnaire item paves the way for easy ministenerpration. Added to agree or diagnee with the statement "The United States should not recognize Color." a stable posture of the exposition with early construct of the exposition with early construct of the exposition with early construction of the exposition with early construction of the exposition with early construction of the exposition, and others when they for the following the with the position and others when apply to other "rags—the" words. In a study of ungrowt for viril Belenius for the color of the color of the exposition of the expositi

that such a person should be prohibited from teaching. (A later study in the series using the answer categories "permit" and "prohibit" produced in the property of the property and matcher 8 property and matcher 8 property and matcher 8 property and property and

Avoid Riased Items and Terms

Avoid Biosed Hems and Terms Seal from set discount of conceptualization and operationalization in Conseptualization and operationalization in Chapter 5 that there are not intuitionally time mensings for any of the oncepts we typically study in social science. Profusile has not ultimately correct definitions whether a given person is produkend depends on our definition of the produced depends on our definition of the responses we get from people completing a questionarite.

The meaning of summore 'response to a questionarite.

The meaning of summore 'response to a question depends in large part on its wording. This is true over question and armere. Some questions seem question depends in large part on its wording. This is true

Morr Signort

**Risidance to the poor*

**Risidance to the poor*

**Under*

**Under*

**Under*

**Dealing with drug addiction*

**Solving problems of bey offer*

**Solving problems of bey offer*

**Risidance to black*

**Risidance to black*

**Risidance to black*

**Trotterding social security*

**Social security*

**Social security*

In 1986, for example, 62.8 percent of the expen-ders said so little money was being open or a statuse set be poor, wherein an anticle sta-sistance set be poor, wherein in anticles with that year, only 2.1, percent said we were spending too little or widefare. In this context, be wary of what researchers in this context, be wary of what researchers all the exist distribly of openions and answers. Whenever we als people for information, they are were through a filter of what will make them look good. This is especially must file type interviewed faces to face. Thus, for example, during the 2008

Democratic primary, many voters who might have been reductant to vote for an Arlican American Merican (Junach Okuma) or awarma filliary Clinton) might have also been reductant to admit their control of the state o

aged by any particular response, give serious aged by any particular response, give serious aged to thought to how willing others will be to give those answers.

The bissing effect of particular wording is often difficult to anticipate. For example, in both surveys and expressions, researches sometimes and exp how they think they would behave. Those statistics often intowibe other people, howover, and the nanes used can affect response, For instance, researches have long known that male names for the hypothetical people can produce different responses than female names do Research hy Joseph segments after the produce different responses than female names do Research hy Joseph positive or registre in mage in the most produce different responses than female names do Research by Joseph positive or registre in mage in them of attractive new segments and the produce of the second of the second of the produce of t

Questionnaire Construction

Questionniarie et in comecino with many modes of observation in social research. Although modes of observation in social research. Although structured questionniare are escential to and most directly associated with survey research, they are down which used reperiments, feld research, and other data collection activities. For this research, and other data collection activities. For this research questionniarie construction can be an important practical skill for researchers. As we discuss the catalibehet berchings for constructing question-niaries, let'v begin with some issues of questionnaire format.

General Questionnaire Format

General Questionnaire Format he format a superstars as the nature and wording of the questions about nipoperstar as the nature and wording of the questions and have imporphised to dependent and even lead respondents to miss questions, contract brean about the nature of the dash desired, and even lead then have been present and the present all the present and the present and the present all the present and the present all the present and the p

have been forced to reread confining abbreviated questions. Nor will they have been forced to write a force of the configuration of the

Formats for Respondents

Formats for Respondents

In one of the most common types of questionnaire items, the repondent is expected to check one response from a series. For this purpose my experience has been that bows adoquety speed apart are the best format. Word processing makers extend to the processing makers with the processing makers of the processing makers with the processing makers extend to the processing makers and processing makers an

Did you happen to vote in the last presidential election? 1 Yes 2. No 3. Don't know S. DON'TRIOW

Have you ever felt you were the victim of sexual discrimination?

1. Yes

② No
3. Don't know

IGURE 9-1

tempted to cross out the appropriate number, which makes data processing more difficult. (Note that the technique can be used more salely when interviewers administer the questionnaires, because the interviewers themselves record the responses.)

Contingency Questions

Contingency Questions
Quie often in questionnaires, certain questions will be relevant to some of the repondent and treidecount to others. In a study of their common methods, the content of their content of the content of their conte



FIGURE 9-2 Contingency Question Format. Contingency questions offer a structure for exploring subject areas logically in some depth.

studies for expoling inflict areas logically in one depth.

There are several formats for contingency ques-tions. The one shown in figure 9-2 is probably the closest and most effective. Nate row key clements to be a several continuous contractive for the contractive for the side and most deficitive. Nate row key clements to the side and metaloned in a box. Second, an arrow contractive for the contractive for the amover on which it is contingent. In the filteration, only these regordents meanting yet are expected to respondents should samply skip a regordent should samply skip a regordents should samply skip a regordent for the regordents should samply skip a regordent should samply skip as the question might have read. "How many times, for the question might have read," How ramay times, "Once," 2 to 5 times," and so forth. This single question would apply to all respondents, and each "force," 2 to 5 times," and so forth. This single question would find an approximate answer category, such a question, however, might put some pressure on

contingency question A survey question intender for only some respondents, determined by their responses to some other question. For example, all respondents in the property of the Cost Norm, and only those who said yet would be considered to the property of the cost of the cost Norm, and only those who said yet would be company meetings and pixels. The latter would be a contingency question.

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FIGURE 9-3
Contingency Table. Sometimes it will be appropriate for certain kinds or respondents to skip over inapplicable questions. To avoid confusion, you should be sure to provide clear instructions to that end.

tions in the ed.

respondents to report having smoked margiuma, because the main question ads how many times they have smoked it. even though it allows for the contribution of contribution of the contribution of the contribution of contribution of the contribution of the contribution of the contribution of contribution of the contribution of th

13. Have you ever voted in a national, state, or local election?

Yes (Please answer questions 14–25.)

No (Please skip questions 14–25. Go directly to question 28 on page 8.)

contingency questions. Figure 9-4 provides an Illustration of this method.

In addition to these instructions, it's worthwhile to place an instruction at the top of each
page containing only the contingency questions.

page containing only the contingency questions,
page containing only the contingency questions.

The continue of the continue of

Matrix Questions

Matrix Questions

Quite often, you'll want to ak several questions that have the same so'd answer categories. This is typically the case wherever the Libert response to the same so that the property of the property of the same and answers as illustrated in Figure 9-5.

This format offens several advantages over other formats. First, it uses space efficiently. Second, respondents will probably find in lester to consider the same services of the same probably the same services of the same services of the researcher. Because respondents as well as for the researcher. Because respondents and quickly review their answers to cardier items in the set, they might choose between, say, "example agree" on a given statement by comparing the probably of the same probably of the same probably of the researcher. Because respondents in the set.

There are some dangers inherent in using this corresponse in the set.

What this country needs is more law and order	SA	A	D	SD	U
b. The police should be disarmed in America					
c. During riots, looters should be shot on sight	п				п

Matrix Question Format. Matrix questions offer an efficient format for presenting a set of dosed-ended questionnaire items that have the same response categories.

Into the mass in reports usagases. In the third was a similar to the mass in form when a different, more tidopencatic set of responses might be more appropriate. Also, the martix question formst on foster a response-set among some respondents: They may develop a pattern of say, a getting with all the statements. This would be especially likely if all the statements. This would be especially likely all the statements. This would be especially likely and the statements. This would be especially likely and political perspectively with only a lew later ones representing the especial ceritariation. Respondents might assume that all the statements representing the especial crientation. Respondents might assume that all the statements representing the especial crientation, and reading quickly miteral articles and the statements proposite crientation. This problem can be reduced conceivant by alternating statements representing different orientations and by making all statements short and clear.

in a Questionnaire

in a Questionnaire
The order in which questionnaire items are presented can also affect responses. First, the appearance of one question can affect the answers given
to later ones. For example, if several questions have
to later ones. For example, if several questions have
been asked about the danges of terrorism to the
United States and then a question asks respondents
to volunitere (open-endedly) what they believe to
represent dangers to the United States, serrorism
will receive more catains than would otherwise be
the case. In this situation, its preferable to ask the
open-ended question filts.

Similarly, if responderss are asked to assess their overall religiosity ("How important is your religion to you in general?"), their responses to later questions concerning specific agents of the control of the contr

try to estimate what that effect will be so that you can interpret results meaningfully. If the order of the items seems expectedly important in a given study, you might construct more than one version of the questionnaire with different orderings of the items. You will then be able to determine the effects by comparing responses to the various versions. At the very least, you should preter your questionnaire in the different orderings. Well discuss precising in a total different ordering.

wery lead, you doubled preset your questionnaire in the different forms. Well discuss presenting in a moment.)

The desired ordering of items differs between interviews and self-administered questionnaires.

The desired ordering of items differs between interviews and self-administered questionnaires.

The desired of th

Ouestionnaire Instructions

Every questionnaire, whether it is to be completed by respondents or administered by interviewers, should contain clear instructions and introductory comments where appropriate.

It's useful to begin every self-administered questionnaire with basic instructions for completing it. Although many people those days have experience with forem and questionnaire, begin by eding them exactly what you want that they have determined in the properties of the properties of the properties of the properties answer or by writing in their answer behavior and the properties answer or by writing in their answer when asked to do so. It many open-need questions are used, respondents should be given some accepted by the properties of the prop

tionalist. Some specific examples was instantane.

situation.

situation.

situation in the production and productive behavior of the desired questions, often more floating to the control of the productive behavior of the control o

When the respondent is supposed to rankorder a set of answer estegories, the instructions
order a set of answer estegories, the instruction
order as the set of the responsibility of the set of the responsibility
format bould be used (for example, blanks intend
of bouses). These instructions should inflianch now
many answers are to be ranked (for example all
only the first and second only the first and sales the
most important and least important; These instrucmost infliance and least important; These instruca 2 beside the next most important, and so forth?
A 2 beside the next most important, and so forth?
A 2 heads the first most important, and so forth?
A 2 heads ordering of response is often difficult for respondents, however, because they may have to read
and rever all the law word times, so this exchange
other method will produce the desired result.

In multiple part marrix questions, giving special instructions is useful unless the same format is
order times to be a second time of the contractions of the contraction of the cont

Pretestina the Questionnaire

Pretesting the Questionnaire

No mater how carefully researchen design a dataculection instrume such as a questionaire, there
ediction instrume such as a large disconsister, there
ediction instrument such as a large disconsister,
there was a large such a large such as a large such as the
earth of the yeal always made some mistake an amiaginate such as the such as a large such as a large such as the
form of the questionnaire in fall or in part. Give
the questionnaire is the test people in your booddust the pretest subjects comprise a representative
sumple, although you such adult sue people for whom
the questionnaire is at least relevant.

By and large, it she letter to alse people to compiece the questionnaire than to read through it
made such as a falter randing, but it proves to be
impossible to answer.

Sandey Proses and Johnny Blaz (1994)
desorthe several different presesting strategies and

Self-diministered Questionnaires * 2007
report on the effectiveness of each. They also
provide data on the cost of the various methods.
Paul Benry and cordon Willis (2007) offer a useful
review of 'cognitive interviewing'. In this techreview of 'cognitive interviewing'. In this techcommens about the questionnaire itself, so that
the researchers can see which questions are communicipally the commentary of the properties of the compart of the commentary more tips and quidelines for
questionnaire construction, but overing them all
useful stake a book in itself. For now I'll compiler
this discussion with an illustration of a real questionnaire, showing how some of these commentadesign preceding how some of these commentadesign preceding. Because the information coltested by questionnaires is typically transformed
into some type of computer format. It is usually age
to the commentary of the commentary of the comtinuation of the commentary of the com
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tinuation of the commentary of the com
tinuation of the commentary of the commentary of the commentary of the commentary of the com
tinuation of the commentary o

A Composite Illustration

A Composite intestrution
Figure 9-6 is part of a questionnaire used by the
University of Chicago's National Opinion Research
Center in its General Social Survey. The questionnaire dealt with people's attitudes toward the goverrument and was designed to be self-administered,
though most of the GSS is conducted in face-toface interviews.

Self-Administered Questionnaires

So far we've discussed how to formulate and how to design effective questionnaires. As important as these tasks are, the labor will be wasted

Here are some things the government might do for the economy. Circle one number for each action to show whether you are in favor of it or against it. Listed below are various areas of government spending. Please indicate whether you would like to see more or less government spending in each area. Remember that if you say "much more," it might require a tax increase to pay for it. Spend much more Spend more Spend the same as now Spend less Spend much less Can't choose 8 36/ 8 37/ 8 38/ 8 39/ 8 40/ 8 41/ 8 42/ 8 43/ Colling widther are: Colling with a difference of the col ? 1 45/ 2 2 3 3 45/ 4 5 5

A Sample Questionnaire. This questionnaire excerpt is from the General Sodal Survey, a major source of data for analysis by sodal researchers around the world.

Here about business and industry, do they have too much power or too little power? Too much power About the night amount of power Fact too little power Carti rhoose And what about the federal government, does it have to much power or too little Fact too little power Fact too much power Fact too much power To Countrol prices and profits but not own it Neither own it nor control its prices and profits Can't choose

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unless the questionnaire produces useful data—which means that responders actually complete the questionnaire. We turn mow to the major means that responders actually complete the questionnaire. We turn mow to the major means that the questionnaire was the production of the complete the questionnaire. The referred several times in this chapter to interview and self-damhinistered questionnaires. Actually, there are three main methods of administering survey questionnaires to a sample of reponsitions of the complete the questions are asked to complete the questions are the complete actively administered by interviewers in face-to-face encounters and surveys conducted by eleghane. This section and the next two discuss each of these methods in turn. A fourth two discuss each of these methods in turn. A fourth work of the conducted by the conducted by eleghane. This section and the next two discusses and the feet and survey, flowers, there are several other techniques that are often used as well-dependent of the conducted during date. High school students with the conducted during date, light school students might be surveyed during homeomorphical conductions might be surveyed during homeomorphic during dates. High school students might be surveyed during homeomorphic as the same place at the same time. For example, as at the same place at the same time, for example, as the conducted during date, light school students might be understood the respondent to complete, and the respondent to the home of sample respondents and explaints the study. Then the questionnaire is left for the respondent to complete, and the researchers the questionnaires of the workers with homes to pick up the questionnaires where we have been always that the respondents and the researchers the production and the researchers to the home of sample respondents and exception and the researchers the questionnaires of the two respondents and the researchers the questionnaires to the home of sample respondents and the researchers the questionnaires t

specifically to the mail survey, which is still the

Mail Distribution and Return

Mail Distribution and Return

The basis method for collecting data through the mail has been to send a questionnaire accompanied by a leave of esplanation and a self-addressed, and the reasons you had for not returning it and failed to entire it, it would be valuable to record the reasons you had for not returning questionnaires to others.

A common reason for not returning questionnaires to others.

A common reason for not returning questionnaires is that it is so much trouble. To overcome this problem, researchers have developed several warming the self-addressed to the

and (4) par the stamps on it. How likely is it that you would return the questionnaire?

A leve brief comments on potal options are in order. You have opions for miling questionnaires out and for getting them returned. On outgoing and, your choices are essemitably between first-class postage and bulk rate. First class is more certain, postage and bulk rate. First class is more certain, postage and bulk rate. First class is more certain mad, your choice is between postage stamps and bulk rate. First class is more complicated. If you use stamps, you pay for them whether postage stamps are obscines-exply permits. Here, the cost differential is more complicated. If you use stamps, you pay for only those that are used, but you pay an additional variety of the whether postage it earlier than the postage stamps and but business-exply permits are cheeper if a lot of questionnaires are returned, but husiness-exply permits are cheeper if fewer are returned and you work known in advance how the postage of the post delice, you if probably find stamps much easier for small surveys.

Monitoring Returns

MONITORING RECURNS
The mailing of questionnaires sets up a new research question that may prove valuable to a study,
research question that may prove valuable to a study,
research questionnaires are returned; instead, they should undertake
a careful recording of the varying rate of return
among respondents.
An invaluable tool in this activity is a return
rate graph. The day on which questionnaires were
rated to shelded by 10 or the graph, and every day
recording to the proper of the proper of the compile
is fagged on the graph. It's usually best to compile
to up apply, the whose the number termined each
day—rising over time, then dropping. The second

reports the cumulative number or percentage. In part, this activity provides the researchers with grant and the provides of the researchers with grant and the provides of the grant provides a clue about when such mailings whosh led be lambed. (If death of silve-general mailtains) and the provides a clue about when such mailings who will be provided a clue about when such mailings who will be suggested, the death of the provides of the provides and send of the provides and the provides and send of the provides and the provides and send of the provides and the provides are provided and provides and the p

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questionnaires are returned. The case study later in this section discusses this process in greater detail.

Follow-up Mailings
Follow-up Mailings
Follow-up mailings may be administered in several ways. In the unique, in the complex control of the complex of th

response rate. The number of people participat-ing in a survey divided by the number selected in the sample. In the form of a percentage. This is also called the enapther rate or in self-administered sur-veys, the ratum rate the percentage of questionnaires ent out that are returned.

mailing time—out and in—is more than two or three (e.g., p.).

The control of the

Response Rates

Response Rates

A question that new survey researchers frequently do concerns the precrutage return rate. or the response rate, that should be achieved in a survey, the body of inferential stanties used in connection the body of inferential stanties used in connection the initial sample complete the survey, Because this initial sample complete the survey, and thus a somewhat smaller random sample of the total population.

Nevertheless, overall response tast is one guide to the representativeness of the sample response. It a high response rate is a distinct, the sample response to the sample resp

ways of increasing response rates. You'll recall that this was a chief concern in the earlier discussion of options for mailing out and recriving active present from the option of pairs for mailing out and recriving active present from the properties active program and the properties that is responsive to make meaningfully high payment to hundred or thousands of respondents, but our magnifice afternatives have been used. Some centil worth on some bases, and we've willing to pay—endosing the properties have been used. Some centil worth on some bases, and we've willing to pay—endosing two permits. Another endosed appearance, Smalley, Machiel Devern and his essential that pays. Still others have endosed paper mourse, Smalley, Machiel Devern and his essential consecution of the properties of the continuous properties. The continuous properties are not all surveys, and he evaluates the impact of each. More important, Dilman stressed to the continuous properties are not all surveys, and he evaluates the impact of each. More important to the continuous properties are not all surveys, and he evaluates the impact of each. More important to more or two special grammids.

A Cacse Study

The steps involved in the administration of a mall survey are many and on best be approximate to see for non-repense but wherever possible of the mallituration of systematic sampling whe will be the continuous properties are all surveys of the administration of a mall survey are many and on best the approximate to a serie of Deperture on mer, most mall surveys probably fall-flew what level Thus, it important to test for non-response to wherever possible to a while through of an actual study, Accordingly this way to be a survey of the surveys of the survey of the surveys of the way of increasing response rates. Not'll recall that this was a taked concern in the earlier discussion of options for mailing out and receiving question-native. Survey researchers have developed many ingravitos sectingless addressing this problem. Some have experimented with nowed formats. Other controls the control of the control of

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importance of each student's responding, and the
mechanics of returning the questionarier.
Students were assured that their responses
to the survey were accomprosue, and the
post of the survey were some of the
method was explained. A statement followed about
statement was provided for
the supplex under which the study was being conducted, and a telephone number was provided for
students (Five students called for information.)

By printing the introductory letter on the
questionarier, we avoided the necessity of endosing a
separate letter in the outgoing envelope, thereby
sumplying the task of a consuling mainling pieces.
semiled as follows. (1) One mailing bled for each
student was stude on a postcant. (2) Another label
was stude on an outgoing maniling envelope. (3)
One postcant and one questionarias were placed
in each envelope—with a glane to ensure that
the
stame in each case on the envelopes,
the
state in the students of
statement in the students
Shortly after the initial mailing, questionnaires
and been set up for a built can mailing. Once the
questionnaires were opened, scanned, and assigned identification numbers as described on
their charge
of the
statement of
Aller were grouped by an riving all
response to provide
statement
of the
statement
of th

interview A data-collection encounter in which one person (an interviewer) asks questions of an-other (a respondent). Interviews may be conducted from to fine or by telephone.

The follow-up malling stimulated a resurgence of returns, as expected, and the same logging productives continued. The returned potancia told us occurred to the returned potancia told us tunnels, time and financial pressures made a third malling impossible, deptle minist plants to do so, but the two mallings resulted in an overall return are of 2 percent. Deptle minister of 2 percent, but the productive of a male of 2 percent. Deptle minister of 2 percent of a male of 2 percent percent of 2 percent percent of 2 percent percent of 2 percent percent percent between 2 percent pe

Interview Surveys

Interview Surveys
The interview is an alternative method of collecting survey data. Bather than asking respondents to ingustryed that Sather than asking respondents to the survey of th

The Role of the Survey

The Role of the Survey Interviewer

There are several advantages to having a questionnaire administered by an interviewer gather than
the property of the pr

surveys often require one of these response rates.) Begonadents seem more reductant to turn down an interviewer standing on their doctoraty than to threw sway a mad questionnative and the standing of their doctoraty than to threw sway a mad questionnative and the standing of their doctoraty than to the travely for their doctoration of the standing of their doctoration of their doctora The interviewer must also fit into this ideal situation. The interviewer's presence should affect meither a responders' psecurior of a question nor the answer given. In other words, the interviewer should be a neutral medium through which questions and answers are transmitted.

A such, different interviewers should obtain eachly the same responses from a given requirement of the same responses from a given requirement. The same proposes from a given requirement of the same responses from a given requirement of the same responses from a given requirement.

tions and answers are transmitted.

As such, different interviewers should obtain exactly the same responses from a given response. When the same responses from a given response. The control of the same response from a given response. The same response from a given response from the same response

General Guidelines for Survey Interviewing

The manner in which interviews ought to be conducted will vary somewhat by survey population and survey content. Nevertheless some general guidelines apply to most interviewing situations.

Appearance and Demeanor

As a rule, interviewers should dress in a fashion similar to that of the people they'll be interview-ing. A richly dressed interviewer will probably have difficulty getting good cooperation and re-sponses from poorer respondents; a poorly dress

2014 * Outpte 9-Survey Research
Interviewer will have similar difficulties with richer
respondents. Do the extrust that the interviewers,
drea and grooming differ from those of the respondents, is should be extrust that the interviewers,
drea and grooming differ from those of the respondents, is should be in the direction of cleanliness and neutrons in modest appared. If dearliness is
not next to soffinises, it appears as least to be next
to neutrality, Although middle-class neutrees and
to mentality, although middle-class neutrees and
are the most likely to be acceptable to the largest
unmber of respondents.

Dress and grooming are typically regarded as
signs of a person's attacks and orientations. Torn
signs of a person's attacks and orientations. Torn
signs of a person's attacks and orientations. Torn
communicate—currently or incorrectly—that the
tentreviewer is politically radical, sexually permissive. Jeworable to drug use, and so forth. Any of
these impressions could have response or affect the
willinguess of people to be inverviewed.
In relating calls, examine the resulting to know
the respondent, without appearing to spy. They
must be related and friendly, without being to class
unturnitiest age agraine lattered in gring to know
the respondent will lee mon contractives with, the
kind of person the respondent would most episy
allang to. Centry, the interview will be more useceeded in this case, Further, because repondents
on dwide personal information, they decrease the
most capyable experience the researcher and
interviewer can provide.

Famillarity with the Questionnaire

Familiarity with the Questionnaire

Familiarity with the Questionnaire Itan interviewer is unfamiliar with the question-naire, the study suffers and the respondent faces an until a burden. The interview is likely to take more time than necessary and be umpleasant. Moreover, the interviewer cannot acquire familiarity by kinn-ning through the questionnaire two or three times. He or she must study it carefully, question by ques-tion, and must practice reading it alsow.

Ultimardy, the interviewer must be able to real the appendixmatic literate to respondents without error, without summitting over words and platenes. A good model is the actor reading lines in a play or movie. The lines must be read as though they constituted a natural conversation, but that conversations must follow excell the language set down in the contract of the contract of

Following Question Wording Exoctly

The first part of this chapter discussed the significance of question wording for the responseschainch. A slight change in the wording of a given question may lead a respondent to answer yes?

The first part of finders that interviewers must exactly. Otherwise all the effort that the developers have put into carefully phrasing the questionnaire items to obtain the information they need and to remain that respondents interpret is emperished as intended will be wasted.

While I hope the logic of this injunction is While I hope the logic of this injunction is While I hope the logic of this injunction is considered the logic of this injunction is the properties of the cample, Gampierto Gebe 2006; agages that we might consider giving interviewers more latitude, suggesting that respondents sometimes make errors that may be a garanter to the interviewer on the spot. Allowing the interviewer to intervne, as he costs, does increase the possibility that the interviewer will impact the data collected.

Recording Responses Exactly

Recording Responses Exactly
Whenever the questionnaire comains open-ended
questions tones soliciting the responders' own ansween, he interviewer must record those answers
exactly as given. No astempt should be made to
summarize, paraphrase, or correct bad grammar,
exactly as given. No astempt should be made to
summarize, paraphrase, or correct bad grammar,
the interviewer will not know how the responses
are to be coded. Indeed, the researchers themselves may not know the coding until they've
read a hundred or so responses. For example, the
end of the solicities of the solicities of the solicities of the
end of the solicities of the solicities of the solicities of the
end of the solicities. The solicities of the solicities of the
many cannot be modes and that something thould
be done to limit their numbers. Another might sol
many congested raffic—the researchers would
many congested raffic—the researchers would
many—congested raffic—the researchers would
to be able to take advantage of the important
differences in the original response.

Sometimes, when it responses are not inattive
ever, the interviewer may be able to understand
the intert of the response through the responsedred
gentures or tone. In such a situation, the interviewer should all through the copies of the solicities
the response through the responsed response
to the proposed of the response through the response
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Probing for Responses

Proming for Responses
Sometimes respondents in an interview will give
an inappropriate or incomplete answer. In such
case, a probe, or request for an elaboration, can
be useful. For example, a closed-ended question
may present an attitudinal statement and ask the
respondent to strongly agree, agree somewhat,
disagree somewhat, or strongly disagree.

regondent, however, may reply: "I think that's time." The interviewer should follow this reply with time. The interviewer should follow this reply with time. The interviewer should follow this reply with the should be a should be should

probe A technique employed in interviewing to solid a more complete answer to a question. It is a nondirective plarae or question used to encourage a respondent to elaborate on an answer. Examples include "Anything more?" and "How is tharp?"

biased, it's essential that every respondent be pre-sented with the same question, even if it's biased.

Coordination and Control

Coordination and Control

Mosi interviews surveys require the assistance of several interviewers. In large-scale surveys, interviewers, the seven of the control of the con

present problems. Suppose a respondent says he or she will be 25 next week. The interviewer might not be sure whether to take the respondents current age or the necession of. The specifications for the suppose of the

all the interviewers your answer, explaining your reasons.

Once you've gone through the whole questionnaire, conduct one or two demonstration for the demonstration and the second of t

other. When they've completed the questionnaire, have them reverse roles and do it again. Interviewing in the best training for interviewing. As your interviewers practice on each other, wander amound hereing in on the practice so you'll know how the properties of the practice so you'll know how the properties of the practice so you'll know how the properties of the practice so that the whole group should discuss their experience and ask any other questions they may have. The final stage of the training for interview. The final stage of the training for interviews. Bare them conducts some interviews under the axtual many want to osaight them people to interview, or perhaps they may be allowed to pick people themselves. Don't have them practice on people you've selected in your sample, however, After each subsection of the properties of the properties of the properties of the property with the properties of the proper unsuemp in on the practice to so you'll know how well they're doing. Once the practice to so uniplect, the whole group should discuss their experiences and ask any other precision they may be an advantage of the properties are the analysis of the properties are the properties and the properties of the analysis of the properties are the prope

emphasis on practice applies equally to the one-person project and to the complex funded survey with a large interviewing staff.

Telephone Surveys

homeholds As a consequence, random edit dialnomeholds. As a consequence, random edit dialstate was a standard procedure in telephone
state vys.

The growth in populatiny of edit plomes has
become a new source of concern for survey researches, however, eine cell phone members are
typically not included in phone surveys. Those who
may be the control of the control of the control of the
cord phones cellowinely, moreover, serial to be
comes. For example, younger voters in 2004 were
more likely to work of both Kerry than older voters
were. In 2008 they were more likely than the avergave worter to support Branch Ohams, Platther, in a
study of this matter, Scott Keeter and his colleagues
were, local to the control of the colleagues
were to support a Branch Ohams, Platther, in a
study of this matter, Scott Keeter and his colleagues
where the support of the colleagues of the colleagues
were to support the colleague of the colleagues
were to the most striking differences between
cell-only respondents and people reached on
a landing telephone is their age. Nearly hald
of the cell-only repondents of they are under
aga 30 compared to only 12% in the landing
and the colleagues of the colleagues of the colleagues
with 37% percent of those in the landing
sample. Similarly, about half of cell-only
respondents have never been married (51%),
compared with only 16% in the landing
sample.

At the 2008 needings of the American Audos, and the 2008 needings of the American Audos, for Public Opinion Boearch (AAODR, severals pages canning the implications of cell one popularity. Overall, most of the research found that, for most purposes, ignoring those the only cell phones does not servinally bias very results, became these customers represent authorly mail portion of all telephone customers, very results, became these customers represent authorly mail portion of all telephone customers, very results, became these customers represent authorly mail portion of all telephone customers, very results, became the extended to the department of the customers of the customers

the greatest advantages are money and time, in that order, In a face-to-face, household interview, you may drive several miles to a respondent's home, fund no one there, return to the research office, and drive back the next disy-possibly finding no the first that the result of the study of the result of the

do this, to avoid subsequent hassement from met they interview;
Telephone surveys an allow greater com-out over data collection ill several interviewers are engaged in the project. If all the interviewers are engaged in the project. If all the interviewers are engaged in the project. If all the interviewers are engaged in the project. If all the interviewer problems occur, as they ineviably do. Alone is the chaffinishin from the person in change whenever problems occur, as they ineviably do. Alone is in it between weedly visits with the interviewing in the properties of the properties of the properties of the finally cause of telephone surveys has to do with personal state; purchassing the properties of the personal state por buildings of the properties of the properties of the with personal state; the buildings of the properties of the professional state of the properties of the

Interviewers must be able to operate comfort-ably in a climate in which strangers are viewed with distrust and must successfully counter respondents' objections to being interviewed. Increasingly, interviewers must be willing to

work at night to contact residents in many households. In some cases, this necessitates providing protection for interviewers working in areas of a city in which a definite threat to the safety of individuals exists.

in areas of a city in which a definite threat to the self-y of individuals occurs.

Concerns for addry, this, work in two ways to hampe foe-to-have interviews. Novemial respondents may reflect that work of the control of the production that the production to the production that the pro

Telephone Surveys = 281

sociolemographic characteristics of owners will change. This feet made it likely that "different behavior patterns associated with the utilization of the answering machine" could emerge (1991: 260). More-recent research has shown that several factors, including answering machines, have real factors, including answering machines, have reduced response teste in telephone unryeys. Eter Tuckel and Harry O'Nelli (2002) and others have causined the impact of social factors. Caller ID.

Lead of the contract of t

Computer-Assisted Telephone Interviewing (CATI)

In Chapter 14, well see some of the ways computers have influenced the conduct of social research—particularly data processing and analysis. Computers are also changing the nature of less computers are also changing the nature of less assisted telephone interviewing (CATI). This method is increasingly used by academic, povernoses, and commercial survey researchers. Though there are variations in practice, here's what CATI can look like.

In the computer of the computer of

computer-assisted telephone interviewing (CATI). A data-collection technique in which a telephone-survey questionnalite is stored in a computer, permitting the interviewer to read the questions from the monitor and enter the answers on the computer keyboard.

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Voice Capture James E. Dannemiller

The development of various CRT bedningers has been about to be very add management of various CRT bedningers has been about to be using a demanding research, thought mody in this supported the cellecting, cellecting and suppose of their about and their times of their times are formed by the property of position, become cell and their about a feet position in their times are containing their companies of their times are containing their companies of their times are containing their companies of their times are contained to their composition with the exponents changed demandered that their exponents in containing the attention of their times were contained to the containing containing their containing times containing the attention of their containing times containing the attention of their containing times are contained to the containing containing times and their containing containing times are contained to the containing times and their containing times are contained to the containing times and their containing times are contained to the containing times and their containing times are contained to the containing times and their containing times are contained to the containing times and their containing times are contained to the containing times and their containing times are contained to the containing times and the contai

When the respondent answers the question, the interviewer types that answer into the compater retirntal—effect the velocitain response to an open-ended question or the code category for the appropriate answer to a solved-ended question. The answer is immediately stored in the compating of the compating that the contract of the contr

It's also possible to set up questionnaires in personal data assistants (PDAs) for use by an in-terviewer or for direct data entry by respondents Some of these systems include the possibility of voice capture, as described in the box.

Response Rates in Interview Surveys
Earlier in this chapter we looked at the issue of response rates in mal surveys, and this is an equally important issue for interview surveys. In Chapter 3, when we discoord formulas for calculating sumpling error to determine the accuracy of surveys estimates, the implicit assumption was that everyone selected in a sample would participate—which is

almost new ritie one. Laking preferior, recordicer mon manimisp participation by those selected.
Although interview surveys and to produce higher receptors are sharm and surveys do, interview success has recently declined.

By analying response-rate trends in the
University of Michigant Survey of Commune
Endowed States of the States of the Commune
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Endowed States of the States of the Commune
Endowed States of the States of the Commune
Endowed States of the Endowed States
In recent years, but howeved and etelephone
Surveys have experienced as define in reponer rates of one
Endowed States of the States of States
Endowed States
E

evidenced by a fax entitled "Should Hand Guns Be Outlawed?" Two fax numbers were provided for expressing either a "Ves" or "No" opinion. The smaller print noot, "Calls to then numbers out \$2.95 per minute, a small price for greater democ-racy. Calls take approx. 1 or 2 minutes." You can imagine where the \$2.95 went.

Online Surveys

Online Surveys
An increasingly popular reduct of survey research works the use of the Internet and the
Month of the use of the Internet and the
Month of the use of the Internet and the
Month of the Use of the Internet and the
Month of the Internet can be used to
conduct meaningful survey research, and this
technique has been gring especially popular in
marketing research, for example, Some online surveys are conducted completely via e- must be used to
very are conducted completely via e- must be used to
very are conducted completely via e- must be used to
very a reconducted completely via e- must be
proposed to the proposed of the proposed of the
very are conducted completely via e- must be
very are conducted completely via e- must be
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reopective state of estime surveys on the World Wide Web (WWW) is leading some to argue that soon interact (and, in particular, Web) surveys will replace traditional methods of survey data collection. Others are uniging caution or even voicing skepticions about the future for the web will replace traditional beautiful that the three working skepticions about the future for Web surveys will pay, Clearly, we stand at the threshold of a new ear for survey research, both from this will ploy out in one yet and.

but how this will play out is not yet clear.

As we's ear, one immediate ejection that many resid recorders made to online surveys the concern representatives. Will the people who can be surveyed online he representative of meaningful populations, such and IU.S. adults, all worse and so on? This is the criticism rated with regard usurveys via face of hy telephone interviewers.

Camilo Wilmen (1999), foundered Cogis yee the link out this book website, points out that some populations are deadly united to online surveys yee (afficially fine with o'vide a particular surveys; specifialling lines with o'vide a particular surveys.

website. For example, Wilson indicates that market research for online companies should be conducted for contraction of the conducted of the c

Harris Interactive has demonstrated success in predicting election results.

Many of the cautions urged in relation to online surveys today are similar to those urged in relation to telephone surveys in the first edition of this book, in 1975. Mick Couper (2001: 466) makes a similar observation:

this book, in 1973. Mick Congret (2001-466) ableas a similar downtoiner.

Several years ago, I predicted that the rapid special of electronic data ollection methods such as the Internet would produce a blitter of the control of the control of the Congreta of the Congret

and cox.

In the mentionine, researchers are amoning a body of experience with this new technique, yielding body of experience with this new technique, yielding bosom for increasing access. For example, Survey Sampling, Inc., suggests the following dos and doors he or conducting online surveys:

Do use consistent wording between the invitation and the surveys Don't use terms and as "unique ID numbers" in the invitation, then as a "unique ID numbers" in the invitation, then as the respondents to type their "password" when they get to the survey. Changing terminology can be contholing.

Don't force the respondent to scroll down the screen for the URL for the study location.

a rement for taking the study, especially when they are young adults and teems. Do glan the time of they and day of reversion small depending on the sudges of the study and type of respondent. Sord the invitation late alternoon, evening, or weekend, when respondents are most likely to be reading, mail as home, especially if the study requeste respondents are now likely to be reading, mail as home, especially if the study requeste or other area in the home. If a parent-child not be a superior of the study respondents to charge in the superior of the study because the sum of the total the study because children are at school.

Do be aware of technical limitations. For example, WebTV users currently cannot access surveys using Java. It respondents' systems need to be Java-enabled or require access to streaming video, alert panelists at the beginning of the study, not midway through.

Do test incentives, rewards, and prize draw-ings to determine the optimal offer for best response. Longer surveys usually require larger incentives.

Do limit studies to 15 minutes or less.*

Over the years, members of industrialized na ons have become familiar with the format and ocess of self-administered questionnaires, but units taken we deather aliminate white arthration and the week presents are we challenge for many. Leah Christian, Don Dillman, and Jefore Simph (2004). The composition of the formatting of web surveys. Their aim is, as their article tile suggests, Theight prespondents spet in right the first time.

The web is already seeing extensive use as a marketpiace for surveys and other research level in the composition of the compositio

 $^*Source: http://www.worldopinion.com/the_frame/frame 4.html. Reprinted with permission.$

Comparison of the Different Survey Methods * 245

The Callapt Organization
SMS Beauserit
The Survey Madesing Research e Store
Zophy International
Official curveys appear to have response rates
approximately remparable to mail surveys,
are cording to a large-scale study of Michigan State
proportional proposal to the confine survey contime of the Callage Callage State of the Callage
International Callage Callage State State of the Callage
International Callage State State of the Callage
International Callage State State of the Callage
International Callage
Internati

Comparison of the Different Survey Methods

Now that we've seen several ways to collect survey data, let's take a moment to compare them directly. Self-administered questionnaires are generally chapter and quicker than face-to-face interview surveys. These considerations are likely to be

How to Do It: Conducting an Online Survey

The program is quite user-friendly with regard to designing questionnaire items. To reach your intended respondens, you enter the e-mail addresses, and they then receive an e-mail institation to visit the survey web page and participate. The free beginner package will also provide you with a basic analysis of the survey results.

important for arm for any lord adverse withing to undertable a survey for a term paper or theirs. Moreover, I you use the self-administered mail format,
it costs no more to condact a national survey than
a local one of the same sample size. In contrast, as
a local one of the same sample size. In contrast, as
the same same same same same same same
a local one. The same same same size is the interms of the same same same size. In contrast, as
the same same same same same
a local one.
Also, and surveys tryically require a small staff.
Who could conduct a reasonable mail surveys by
yourself, although you shouldn't underestimate the
work inwobed. Purther, respondents as esometimes
reluctant to report continuersial or deviant attitudes
to an anonymous side-slaministered questionnaline.
Interview surveys also offer many advantages. For example, they generally produce sever
incomplete questionnaires. Although respondents
may adult questions as self-administered questionnanaire, interviewers are trained not to do so. In CATI
this histories warrees, monover, have typically
achieved higher completion rates than self-administered questionnaires have.

Although self-administered questionnaires may
we are definitely more effective for complicated
whether a given address corresponds to more than
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eys are definitely more effective for complicated ones. Frime examples include the enumeration of the base-fixed members and the determination of the base-fixed members and the determination of the base-fixed members and the determination of the many control of the popularity of the many control of the popularity of the control of the control of the control of the control of the popularity of the control of the

With interviews, you can conduct a survey based on a sample of addresses or phone numbers rather than on names. An interviewer can arrive at an assigned addresse or call the assigned number, introduce the survey, and even—following an an assigned addresse or call the assigned number, introduce the survey, and even—following that address to repend to the survey, by contrast, self-administered questionnaires addressed to "cacquant" receives a nontriously low response. Finally, as we've seen, interviewers questioning respondents face-to-face can make important observations adde from responses to questions added many note the datasteristics of the relight/bothood, the dwelling unit, and so forth. They can also note characteristics of the relight/bothood, the dwelling unit, and so forth. They can also note the respondents and difficulty communicating, was boattle, seemed to be jying, and so on.

The conducted face to face center primarily on time and money. Felephone interviews are much cheeper and can be mounted and executed quickly. Also, interviewers are safer when interviewing people living in high-crime areas. Morrower, the impact of the interviewers on responses is some-

ness, however, lies in the difficulty of assuring that respondents to an online survey will be representative of some more general population.

Clearly, each survey mertiled has its place in social research. Ultimately, you must balance the advantages and fadavantages of the different methods in relation to your resources.

Strengths and Weaknesses of Survey Research

Grangins and weaknesses of Survey Research

Regardless of the specific method used, surveys—
the other most of observation in social research—
have special strengths and weaknesses. You should keep these in mid when determining whether a
survey is appropriate for your research goals.

Surveys are particularly weeful a describinallyselected probability sample in combination with a
standardized questionnative interest prossibility of making refined descriptive ascertisors about
a student body, a city, a nation, or any other large
population. Surveys determine tunemployment
races, voting internations, and so forth with uncanny
reasons and the student of the control of
student body. A control of
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generally Earlier chapters have discussed the ambiguous nature of most encapers. They have no ultimately real meaning. One persons ringlassity is quite different from another's. Although you must be able to define concepts in those ways must relevant to your research goals, you may not find it easy to apply the same definitions uniformly to all subjects. The survey research beauth or this continuous properties are consistent to the continuous properties. The survey research is bound to this continuous properties are desirable to the continuous properties. The continuous properties are desirable to the continuous properties.

topics. Although this problem can be partly offset by ophisticated analyses, it is inherent in survey research, by ophisticated analyses, it is inherent in survey research can be a survey research can be a survey research can be a survey of the survey of the survey of the survey of the country of survey of the survey of th

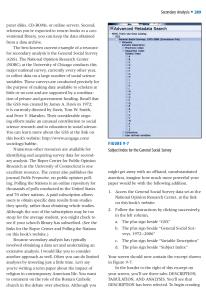
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288 e Captre 9-Suwey Research
susverse in a questionnaire does not necessarily
mean the person is conservative, finding out that a
person gives projudeced answers in a questionnaire
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person gives projudeced answers in a questionnaire
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As with all methods of observation, a full awareness of the inherent or probable weakness of survey research can partially resolve them in some cases. Ultimately, though, researchers are of the safest ground when they can employ several research methods in studying a given topic.

Secondary Analysis

As a made of observation, survey research involves the following epg (1) questionaries commission, (2) sample selection, and (3) data collection, the following epg (1) questionaries commission, (2) sample selection, and (3) data collection, through either interviewing or self-administered questionaries. As you've gathered, surveys are more than a para to progress from conceptualization of the control of



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research data needs to be limited to those collected in surveys. Nigel Fielding (2004), for example, has examined the possibilities for the archiving and reanalysis of qualitative data as well.

Ethics and Survey Research

Survey research almost always involves a request that people provide us with information about the merkers that is not readily available. Sometimen, we ask for information (about attitudes and behaviors, for example; that would be embarrasing to the respondents if that information became publicly known. In some cases, such revelations could result in the loss of a job or a marriage. Hence, maintaining the norm of confidentiality, memioride caller in the book, is particularly important in survey research.

In the ord of a plot or multi-new the most of confidentialisty mentioned cames he book, is particularly important in survey carch.

Another chied concern relates to the possible of psychological nitry to respondents. Dorn if only chological nitry to respondents. Dorn if only chological nitry to respondents. Dorn if only chological nitry to respondents. Dorn if the psychological nitry to respondents. Dorn if the psychological nitry to respondents. Dorn if the psychological nitry to respondents are of the trained in the survival variety of the survival variety of the psychological nitry to respondent the psychological new particular and psychological nitry to respondent the psychological new particular nitry and psychological nitry to respondent to a psychological new psychological nitry to respondent to the problem wherever possible now many particular nitry and psychological nitry to respondent to the problem wherever possible now many particular nitry and psychological nitry to respondent to the possible nitry that nitry the psychological nitry to respondent to the psychological nitry

Topics Appropriate for Survey Research

Survey research is especially appropriate for making descriptive studies of large populations; survey data may be used for explanatory purposes as well.

Questionnaires provide a method of collecting data by (1) asking people questions or (2) asking them to agree or disagree with statements repre-senting different points of view. Questions may be open-tended (respondents supply their own answers) or closed-ended (they select from a list of provided answers).

of provided answers).

Guidelines for Asking Questions

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appropriate to the project; (2) the terms must be
clore and project; (3) the terms should be active and the control
about one thing (that is, double-barriered questions should be woodwoll; (4) responders must be
must be willing to answer the time; (4) question
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about the relation to the respondent; (7) thems
should be relation to the respondent; (7) thems
should be about to a not to control responshould be woulded to a not to control respondently in the times should be woulded to avoid
blasting responser.

As well.

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ThON its. A portion of your serves will now look.

Let's beder 'Religious Preference' as the column variable on our table. Youll have to explore a bit. Deginning with the plus sign beside the letter R. In the Subject look. Once you've equed that the plus sign beside the letter R. In the Subject look. Once you've equed that the plus sign beside the letter R. Religious Preference.' Finally, epen 'Responder (current)' I know these are a look of steps, but it demonstrates the wealth of data available for analyse. Once you get most learning with the data and letter of the plus the present of the plus sign of the plu



Selecting RS RELIGIOUS PREFERENCE as the Column Variable



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FIGURE 9-10
Selecting ABORTION IF WOMAN WANTS FOR ANY REASON as the Row Variable

NBORTION IF WOMAN WANTS FOR ANY REASON				
rE8	36.0	35.4	77.0	64.3
40	64.0	64.6	22.2	33.7
fotal	100.0	100.0	100.0	100.0
4*	17,032	6,833	544	2,687

13.4 percent) than leves (77.8 percent) and floor with no religion (6.4 percent) are the visit of the properties of the visit of the vi