Soc 60

Survey Research II
Developing a Survey Project

- Step 1. Pilot Study
- Step 2. Conceptualization
- Step 3. Measurement
- Step 4. Questionnaire Development
- Step 5. Pretesting of Questionnaire
- Step 6. Sampling
- Step 7. Interviewing
- Step 8. Data Analysis
- Step 9. Writing it Up
Questionnaire Development

• Build of Existing Instruments
• Maintain Consistent Focus
• Write Clear and Meaningful Questions
  – Avoid Confusing Phrasing
  – Minimize the Risk of Bias
    » Suppose you know that 60% in the population of women drive American cars
    » You interview 100 people – 50 got the car question/50 the abortion question
    » 60% of 50 or 30 must have answered Yes to the car question
    » If you had 55 yeses, you know that 55-30=25 were given to the abortion question.
    » 25 out of 50 or 50% said yes they had an abortion.
  – Avoid Making Disagreement Disagreeable

  – Minimize Fence-Sitting and Floating
    • Fence-sitting:
    • Floating

• Refine and Test Questions
• Add Interpretative Questions
• Organize the Questionnaire Logically
The Cover Letter

• **Write a Persuasive Introduction or Cover Letter**
• Cover letter must be
• 1. Credible (establish who you are)
• 2. personalized
• 3. interesting
• 4. responsible (confidentiality and voluntary participation)!
Administering the Survey/Interviewing

- Stimulus ---- Response Model
- Stimulus 1 (reality) + Stimulus 2 (question) = Response
  - Stimulus2 (question) must be the same for all respondents
  - so if two Responses are different they can differ only because Stimulus 1 (the realities they communicate) differ

- Mailed, Self-Administered Surveys

- Group Administered Surveys

- Survey by Phone
  - Computer Assisted Telephone Interviewing [CATI]

- In-Person Interviews
  - Computer Assisted Personal Interviewing [CAPI]
Ethical Issues in Survey Research

• **Confidentiality**
  – Confidentiality vs. anonymity

• **Disclosure**