



# **SURVEY RESEARCH METHODS MODULE BROAD SLIDES**



# **SURVEY RESEARCH METHODS**

# INTRODUCTION



- **Survey research collects information from samples via questions**



- **Efficient method for diverse populations**



- **Common in social science, politics, marketing, and government**

# ATTRactions OF SURVEY RESEARCH

**Versatility:**  
applicable to  
many topics

**Efficiency:** low  
cost, quick data  
collection

**Generalizability:**  
enables  
probability  
sampling

# THE OMNIBUS SURVEY



- **COVERS WIDE RANGE OF TOPICS**



- **USED BY MANY RESEARCHERS**



- **EXAMPLE: GENERAL SOCIAL SURVEY (GSS)**

# ERRORS IN SURVEY RESEARCH

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**Four types of error:**

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- Measurement error**
  - Nonresponse**
  - Inadequate coverage**
  - Sampling error**
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<b>Avoid</b>	<b>Confusing phrasing</b>
<b>Minimize</b>	<b>Bias</b>
<b>Use</b>	<b>Clear and exhaustive response categories</b>
<b>Avoid</b>	<b>Double-barreled and double negatives</b>

# WRITING SURVEY QUESTIONS

# RESPONSE BIAS AND STRATEGIES



**Agreement bias and  
social desirability**



**Fence-sitting (neutral  
answers)**



**Floating (giving opinions  
without knowledge)**

**Strategies: Use clear scales and options to minimize issues**



# COMBINING QUESTIONS AND INDEXES

- **Reduces idiosyncratic variation**
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- **Creates reliable composite measures**
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**Example: CES-D Depression Index**

# DESIGNING QUESTIONNAIRES

- **BUILD ON EXISTING INSTRUMENTS**
- **REFINE AND PRETEST QUESTIONS**
- **USE INTERPRETIVE QUESTIONS**
- **CONSIDER TRANSLATION AND ACCESSIBILITY**



- **Mailed surveys**



- **Group-administered surveys**



- **Telephone surveys**



- **In-person interviews**



- **Web surveys**



- **Text message surveys**



- **Mixed-mode designs**

# SURVEY MODES



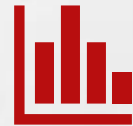
**Informed consent**



**Protecting  
respondent  
confidentiality**



**Avoiding deception**



**Responsible  
reporting of  
findings**

# **ETHICAL ISSUES IN SURVEY RESEARCH**

# CONCLUSION

