SURVEY RESEARCH METHODS MODULE SLIDES
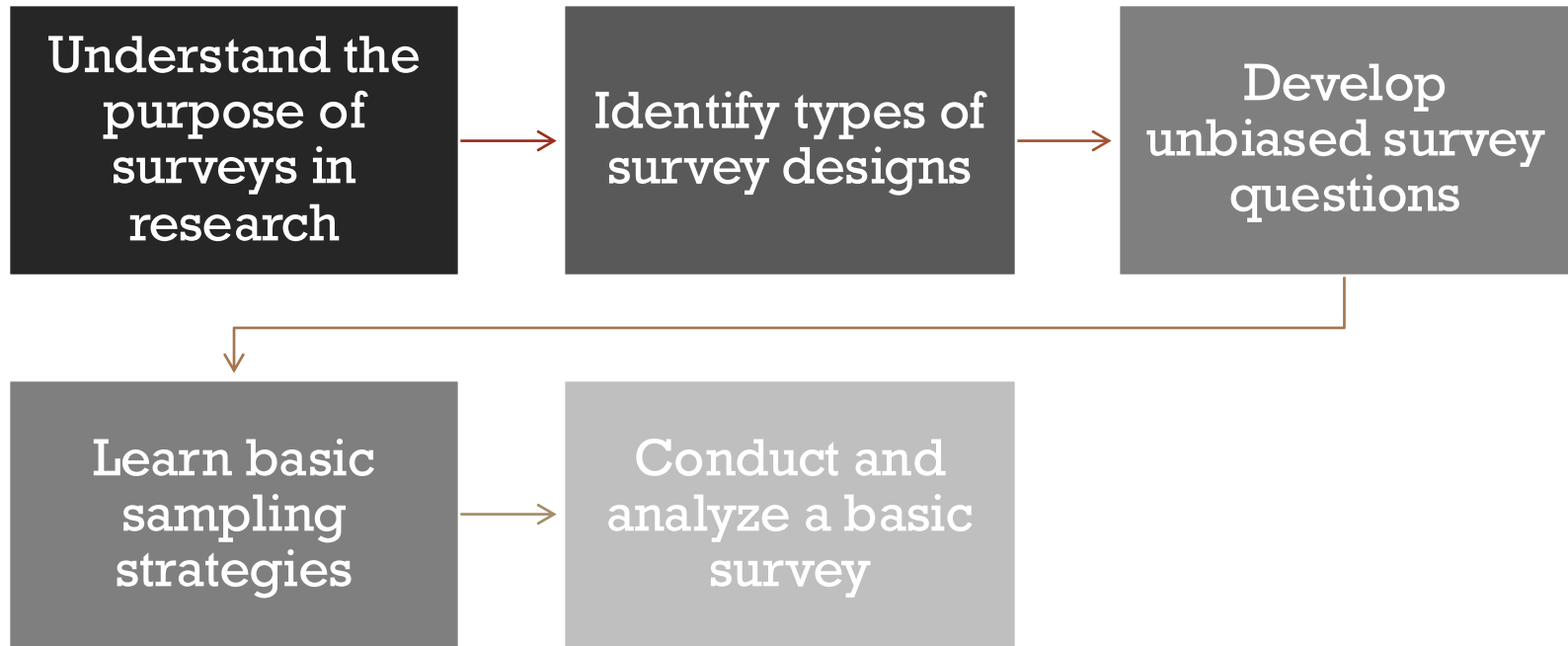
© 2025 Jullanar Z. Williams
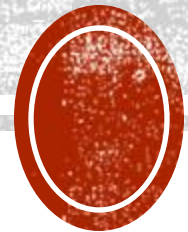
"Research is formalized curiosity. It is poking and prying with a purpose."
- Zora Neale Hurston

LEARNING OBJECTIVES

Understand the purpose of surveys in research → Identify types of survey designs → Develop unbiased survey questions

Learn basic sampling strategies → Conduct and analyze a basic survey

WHAT IS A SURVEY?

A systematic method for collecting data from a population

Useful for understanding opinions, behaviors, or characteristics

Common in social sciences, marketing, politics and government, public health

*Citation: Babbie, Earl R. 2020. *The Practice of Social Research*. 15th ed. Boston: Cengage.*

TYPES OF SURVEY DESIGNS

Cross-sectional: data collected at one point in time

Longitudinal: data collected over time

Panel: same respondents over multiple time points

Citation: Fowler, Floyd J. 2014. *Survey Research Methods*. 5th ed. Thousand Oaks, CA: SAGE Publications.

QUESTION DESIGN BEST PRACTICES

Use	• Use clear and concise language
Avoid	• Avoid leading or loaded questions
Do not double	• Do not double-barrel questions (ask two things in one)
Include	• Include a balanced range of answer choices

Citation: Dillman, Don A., Jolene D. Smyth, and Leah Melani Christian. 2014. *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. 4th ed. Hoboken, NJ: Wiley.

SAMPLING METHODS

Probability sampling: random, stratified

Non-probability sampling: quota, convenience, snowball

Consider sample size and representation

Citation: Groves, Robert M., et al. 2009. *Survey Methodology*. 2nd ed. Hoboken, NJ: Wiley.

COMMON BUDGET SURVEY TOOLS

Google Forms

Microsoft Forms

Qualtrics

SurveyMonkey

Citation: Qualtrics. n.d. "Survey Software for Academic Research." Retrieved from https://www.qualtrics.com/

BASIC SURVEY DATA ANALYSIS

Descriptive statistics: frequencies, percentages, means

Visualization: bar charts, pie charts

Exporting data to Excel or SPSS

Citation: Neuman, W. Lawrence. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*. 7th ed. Boston: Pearson.

WRAP-UP: WHY SURVEY METHODS MATTER

ALLOW RESEARCHERS TO GATHER LARGE-SCALE DATA EFFICIENTLY

USEFUL IN UNDERSTANDING PATTERNS AND TRENDS

CORE COMPONENT OF QUANTITATIVE AND MIXED-METHODS RESEARCH

*Citation: Punch, Keith F. 2013. *Introduction to Social Research: Quantitative and Qualitative Approaches*. 3rd ed. Thousand Oaks, CA: SAGE Publications.*