

A spiral-bound notebook with a white cover and lined pages is set against a green background. The notebook is open to a page with a red margin line on the left. The title 'Chapter 11 Survey Research' is written in large, bold, red letters. There are two yellow sticky notes: one at the top left and one at the bottom left. The bottom-left sticky note contains the names 'Jaylen Stewart', 'Nadia Saleh', and 'Shanice Rance'.

Chapter 11

Survey Research

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Chapter 11 Overview

- 11.1-Survey Research:What is it and when should it be used?
- 11.2-Strengths and weaknesses of survey research
- 11.3- Types of surveys
- 11.4- Designing effective questions and questionnaires

Survey research: What is it and when should it be used?

- Survey is a quantitative method in which a researcher poses a set of predetermined questions to an entire group, or sample, of individuals.
- Survey research is an especially useful approach when a researcher aims to describe or explain features of a very large group or groups.
- Used as a way of quickly gaining some general details about one's population of interest to help prepare for a more focused, in-depth study.

Marital Status	Single <input type="checkbox"/>
Gender Identity	<input checked="" type="checkbox"/> Man Woman <input type="checkbox"/>
Place of Birth* (State-City) (for Brazilians)	Transvestite <input type="checkbox"/> Transsexual <input type="checkbox"/>

Strengths of Survey methods

The following are benefits of survey research:

- **Cost-effectiveness:** Allow researchers to collect data from very large samples for a relatively low cost.
- **Reliability:** Surveys are standardized in that the same questions, phrased in exactly the same way, are posed to participants.
- **Versatility:** Surveys are used by all kinds of people in all kinds of professions. The versatility offered by survey research means that understanding how to construct and administer surveys is a useful skill to have for all kinds of jobs.



Weaknesses of survey methods

Potential drawbacks to survey research include the following:

- **Inflexibility:** We can ask any number of questions on any number of topics in them but only questions
- **Lack of depth:** Survey questions are standardized; thus, it can be to ask anything other than very general questions that a broad range of people will understand.

For example: you want to learn something about voters' willingness to elect an African American president, as in our opening example in this chapter.

Question Asked: "If your party nominated an African American for president, would you vote for him if he were qualified for the job?"

Types of Surveys in Terms of Time

- **Cross-Sectional-** These surveys are done at one point in time. Measure how respondents feel at a particular time.
- **Longitudinal-** Measure observations over an extended period of time by being administered multiple times.

Types of Longitudinal Surveys

- **Trend Survey**-Examines changes in trends over time. These surveys involve different groups of people over different points of time from the same population.
- **Panel Survey**-The same people participate in the survey each time it is given. While this can provide powerful results, it can be difficult to use the same people over a period of time.
- **Cohort Survey**-All participants must share a common characteristic or experience the same event.

Retrospective Survey

- This kind of survey falls between cross-sectional and longitudinal surveys
- They are only done once but measure changes over time
- Participants are asked to report past events such as behaviors, beliefs, and experiences.
- Results may not be accurate due to flawed memories

Types of Surveys in Terms of Administration

- **Self-Administered Surveys-** Participants are given a set of questions in writing and are asked to respond to them. They can be delivered in hard copy format, usually sent by mail, or are administered online. Researchers can also deliver them in person going door to door for example.
- **In-person/Phone Surveys-** Researchers will ask participants questions verbally instead of having them read them on their own.

Pros and Cons How Surveys are Administered

- **Online Delivery**-These surveys are cheap to produce and are quicker than going door to door or waiting for mailed surveys to be returned. However, these surveys may not be accessible for people with limited or no internet and people less skilled with computers.
- **In-person/Phone**-These surveys offer respondents the chance to ask the researcher for clarification if they are confused about any questions, but researchers must ask and answer all questions the same way each time. Even a slight change in emphasis on a word can affect one's response. These surveys are also time-consuming.

Designing Effective Questions and Questionnaires

- **Filter Questions** - identify some subset of survey respondents who are asked additional that are not relevant to the entire sample.
- **Double-Barreled questions** - Asking multiple questions as though they are a single question.
- **Closed-ended questions** - offering response options.

10. Did you drink any alcoholic beverages at any time during your first semester of college?

- Yes (If yes, answer Questions 10a and 10b.)
- No (If no, skip to Question 11.)

10a. On average, how many times per week did you consume alcoholic beverages during your first semester of college?

- less than one time per week
- 1-2
- 3-4
- 5-6
- 7+

10b. On average, how many drinks did you consume each time you drank during your first semester of college?

- less than one drink each time
- 1-2
- 3-4
- 5-6
- 7+

11. Did any of your friends on campus drink alcoholic beverages at any time during your first semester of college?

- Yes
- No

Did you find the classes you took during your first semester of college to be more demanding and interesting than your high school classes?

- Yes
- No

Designing Effective Questions and Questionnaires

- **Open-ended questions** - Does not include response options (respondents are asked to reply to questions in their own way)
- **Fence Sitters** - respondents who choose neutral response options.
- **Floater** - respondents who choose substantive answers to a question when they don't understand the question or don't have any opinion.
- **Matrix** - A question type that lists a set of questions for which the answers categories are all the same.

Instructions: For each statement, please check whether you Strongly Agree, Agree, Disagree, or Strongly Disagree

My college classes are . . .	Strongly Agree	Agree	Disagree	Strongly Disagree
more demanding than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
more interesting than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
more interactive than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
larger than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Designing Effective Questions and Questionnaires

- Be deliberate about how you present questions.
- Keep in mind the characteristics and need of people you will ask to complete your survey.

The way in which you choose to place your questions will determine if a respondent wants to continue with your questions or not.

“don't bore them, but don't scare them away either”