

Surveys

Most Likely Everything You Ever Wanted To Know About Surveys

- Why do we use surveys?
- What do surveys address?
- How do we construct surveys?
- How do we implement surveys?

Why Conduct Surveys?

- Why are surveys used?
 - Study relationships among variables
 - Study how attitudes and behaviors change over time
- Issue of response sets

Types of Survey Questions

- Three general types of survey questions
 - Facts and demographics
 - Attitudes and beliefs
 - Behaviors
- Format- Open vs. Closed ended

Constructing Questions

- Question wording- potential problems

Rating Scales

- Formats of rating scales
 - Simplest and most direct scale is five to seven response alternatives with the end-points on the scale labeled to define the extremes.

Strongly agree _____  _____ Strongly disagree

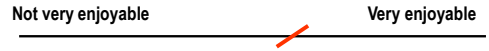
Ratings Scales

- Labeling response alternatives
 - Sometimes needed to clearly define the meaning of each alternative



Ratings Scales

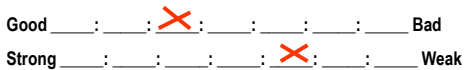
- Graphic rating scale
 - Requires a mark along a continuous 100- millimeter line that is anchored with descriptions at each end



A ruler is used to measure the score on a scale that ranges from 0 to 100.

Ratings Scales

- Semantic differential scale
 - Respondents rate any concept on a series of bipolar adjectives using 7-point scales



Ratings Scales

- Nonverbal scale for children
 - Children may not understand other types of scales

Point to the face that shows how you feel about the toy.



Finalizing the Questionnaire

- Formatting
 - Don't change from 5- to 4- to 7-point scales
 - Ask the most interesting and important questions first
 - Ask demographic questions last
- Pilot testing
- Written vs. Interviews

Sampling

- Probability sampling
 - Simple random sampling – equal probability
 - Stratified random sampling – divided into subgroups (strata) and random samples are taken from each strata

Sampling

- Nonprobability sampling
 - Haphazard sampling – convenience sampling
 - Quota sampling – sample reflects the numerical composition of various subgroups in the population