

**Primary methods of survey data collection**

- Self-administered questionnaire (SAQ) – Mail
- Face-to-face interview
- Telephone interview

---

---

---

---

---

---

---

---

**Self-administered Questionnaire Survey**

- 1 Steps are:
  - a. Mail distribution and return
  - b. Monitoring returns
  - c. Follow-up mailings
  - d. Incentives are sometimes used
- 2. Advantages
  - a. Cheaper and quicker
  - b. Same cost for national and local survey
  - c. Can offer anonymity

---

---

---

---

---

---

---

---

**Self-administered Questionnaire Survey (Continued)**

- 3. Disadvantages
  - a. Requires literacy
  - b. Low response rates -- non-response biases
  - c. Can only ask simple questions
  - d. Interviewer cannot observe
- 4. Acceptable response rate
  - 60-80 percent

---

---

---

---

---

---

---

---

## II. Face-to-face Interview Survey

- 1. The Role of the interviewer
  - Interview effects vs. interviewer effects
- 2. Advantages
  - a. Fewer incomplete questions
  - b. Higher return rate
  - c. Interviewer can observe
  - d. Appropriate for complicated issues

---

---

---

---

---

---

---

---

## Face-to-face Interview Survey (Continued)

- 3. Disadvantages of interview
  - a. Higher cost
  - b. Slow field work
  - c. Interview bias

---

---

---

---

---

---

---

---

## III. Telephone Interview Survey

- 1. CATI (computer-assisted telephone interviewing)
- 2. Advantages of Telephone Survey
  - a. Lower cost than interview surveys
  - b. Faster speed (e.g., political polls)
  - c. Easier to supervise field work

---

---

---

---

---

---

---

---

### Telephone Interview Survey (Continued)

- 3. Disadvantages of Telephone Survey
  - a. Questions must be short and simple
  - b. Lack of visual contact -- cannot use certain tools
  - c. Potential biases due to selectivity of a sampling frame
- Problems with using telephone directory as sampling frame? (50 years ago and now.)

---

---

---

---

---

---

---

---

### Survey construction

- Questions look very simple
- Construction of a good survey instrument is extremely difficult

---

---

---

---

---

---

---

---

### Guidelines for asking questions

#### a. Questions and statements

- Question: What is your annual salary?
- Statement: I am adequately paid.  
Strongly agree, agree, neutral, disagree, strongly disagree (Likert scale)
- Usually, questions are used to gather facts; statements are used to gather attitudes.

---

---

---

---

---

---

---

---

## b. Open-ended and closed-ended questions

- Example:
- Open-ended: How do you feel about the education you are receiving at UW?
- Closed-ended: How would you rate the education you are receiving at UW?
  - ( ) poor
  - ( ) fair
  - ( ) good
  - ( ) excellent

---

---

---

---

---

---

---

---

## Tradeoff between open-ended and closed-ended questions

- The greatest advantage of the open-ended question is the freedom the respondent has in answering. But answers to open-ended questions are difficult to code.
- Responses to closed-ended questions are easy to code and analyze. But they limit the amount of information the respondent could provide.

---

---

---

---

---

---

---

---

## Coding

- Method for storing data electronically
- Example

Case ID	Sex	Income	...
1	1	10,000	...
2	2	15,000	...
...	...	...	...

---

---

---

---

---

---

---

---

## Other Important Points re: Survey Questions

- c. Make items clear
  - When definitions are necessary, provide the definition.  
e.g., "have you ever cohabited?" may not be a clear question
- d. Avoid "double-barreled" questions
  - Do not mix two questions into one sentence.
  - Example, avoid statements such as  
"Making money and helping people are important in life."
- e. Do not ask questions that respondents cannot answer.
  - e.g., avoid questions such as  
What do you think of relations between China and Albania?

---

---

---

---

---

---

---

---

## Other issues

- f. Questions must be relevant
- g. Short items are the best
- h. Avoid negative items
- i. Avoid biased items and terms
  - Example: Should we agree with communists' proposal of using abortion as an effective means of birth control?

---

---

---

---

---

---

---

---

## Social desirability

- Many respondents want to make a good impression on the interviewer by appearing sensible, healthy, mentally sound, free of prejudice, and the like.
- Examples
  - Sex studies: The National Health and Social Life Survey.
  - Studies of racism

---

---

---

---

---

---

---

---

## IV. Questionnaire Construction, Different Formats

- 1. Likert scale
  - Given a statement, strongly agree, agree, uncertain, disagree, strongly disagree.
- 2. Intensity rating scales
  - In your opinion, the president's performance is
  - ( ) poor
  - ( ) fair
  - ( ) good
  - ( ) excellent

---

---

---

---

---

---

---

---

### 3. Numerical rating scales

- Suppose that the prestige of the best occupation in modern America is 100 and that of the worst occupation is 0. How would you rate the following occupations?
  - Engineers
  - Sociologists
  - high school math teachers.
- Also, “feeling thermometer” questions.

---

---

---

---

---

---

---

---

### 3. Ranking

- Please rank the following in their importance to you when you choose which college to attend:
  - \_\_\_ tuition
  - \_\_\_ distance from home
  - \_\_\_ quality of the faculty
  - \_\_\_ size of the school
  - \_\_\_ weather

---

---

---

---

---

---

---

---

## Skip patterns / Filters

3. Have you ever been employed, including self-employment?  
 Yes (Please go to Question 4 on the next page)  No (Please go to Question 1 on Page 23)

Page 18

4. Have you retired from ANY job since 1992, even if you later returned to work?

- Yes, have retired - Name of employer from which you FIRST retired since 1992 \_\_\_\_\_  
 No, have not retired - Name of your current or last employer \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

---

## Index example

22. The following statements have to do with the way family life and work life can influence each other. (For each statement, please circle the response that best describes your situation.)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
a. Family matters reduce the time I can devote to my job.	1	2	3	4	5
b. I can do good work on the job because I am so happy at home.	1	2	3	4	5
c. Family worries or problems distract me from my work.	1	2	3	4	5
d. Family activities stop me from getting the amount of sleep I need to do my job well.	1	2	3	4	5
e. Family obligations reduce the time I need to relax or be by myself.	1	2	3	4	5
f. Family responsibilities make me work harder on the job.	1	2	3	4	5
g. My job reduces the amount of time I can spend with the family.	1	2	3	4	5
h. Problems at work make me irritable at home.	1	2	3	4	5
i. My job involves a lot of travel away from home.	1	2	3	4	5
j. I can devote a lot of time to my job because of the support I get on the homefront.	1	2	3	4	5
k. My job takes so much energy I don't feel up to doing things that need attention at home.	1	2	3	4	5
l. If I didn't have to work to make a living, I would want to work anyway.	1	2	3	4	5

---

---

---

---

---

---

---

---

---

---

---

---

## Source of Error

- (1) Sampling Error (sampling variability)
  - Sampling errors diminish as sample size increases. => related to cost.
- (2) Non-sampling Error (biases)
  - Non-sampling errors are called biases, which do not diminish as sample size increases.
  - (a) Response effects (e.g., survey biases)
  - (b) Non-response effects (e.g., sample selection biases)

---

---

---

---

---

---

---

---

---

---

---

---