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**Cozby & Bates:
Methods in Behavioral Research (11th)**

Chapter 7: Survey Research

Psychology 120 (Methods)

Summer 2014

Survey Research

- Snapshot of state at a particular moment in time
- Repeated measures allows the researcher to illustrate changes across time

Response Set

A tendency to respond to all questions from a particular perspective rather than to respond to each question directly (e.g., SJSU SOTES).

- Social desirability: faking good
- Halo effect: pretty person thus good, kind, etc.
- Yea-saying and nay-saying biases

Constructing the Questions

Define the research objective: constrain the questions to those that address the fundamental question to be addressed by the research project

Attitudes and Beliefs? (opinions, etc.)

Facts and Demographics? (verifiable facts [e.g., car repairs])

Behavior? (actions rather than attitudes)

The value of using pre-existing questionnaires, etc. (known patterns of responses, well-normed, etc.)

Question Wording

Use familiar terms (avoid jargon)

Use precise (defined) terms (avoid vague terms)

Ensure that the questions are grammatically clean

Avoid overloading working memory

- Keep the questions simple
- Avoid double-barreled questions
- Avoid “loaded” questions (contain assumptions)
- Negative wording can be confusing

Survey and Response Types

Structured vs. Unstructured Interviews

Closed- versus Open-ended questions

Closed-Ended Response Alternatives

Rating Scales:

- Graphic (-----)
- Non-verbal (😊 --- 😐 --- 😞)
- Likert (*Strongly Agree* ○ ○ ○ ○ ○ ○ *Strongly Disagree*)
- Semantic Differential (Happy ○ ○ ○ ○ ○ ○ *Sad*)
- Guttman (cumulative items presuppose prior are true)

“high frequency” scales

e.g., grad school reference scales:

best ever, top 1%, top 5%, top 10%, top 25%, top 50%

Formatting and Pilot Testing

Professional appearance

Spacing

Clear instructions

Sequence of questions?

Refining the questions

- pilot testing
- using debriefing
- using the “think-aloud” procedure

Administration

- Individual vs. Group
- Mail
- Internet
- Other (phone, pager, text message, ...)
- Interview vs. written responses
- Focus Groups
 - Panel Studies: repetition across multiple periods of time (e.g., time 1 vs. time 2, etc.)

Sampling

- “Sample” from a “population”
- Confidence Intervals
- Sample Sizes (see page 137)

- Sampling Frame: the ACTUAL population being sampled (rather than the desired or theoretical population that was intended)

Sampling

Probability sampling

- Simple random sampling
- Stratified random sampling (can be used to establish overrepresentation)
- Cluster sampling

Non-probability sampling

- Haphazard / convenience sampling
- Purposive sampling
- Quota sampling

Response Rate

- Representative?
- Generalizable?
- Increasing the response rate
 - Importance?
 - incentives

Chapter 7 Terminology

- Close-ended questions
- Open-ended questions
- Confidence Interval
- Face-to-Face Interview
- Focus Group
- High Frequency Scale
- Rating Scales
 - Graphic
 - Likert
 - Semantic Differential
 - nonverbal
 - Guttman
- Group Administration (survey)
- Internet survey
- Interviewer Bias
- Mail Survey
- Normative
- Panel study
- Response Rate
- Response Set
- Sampling
 - Cluster
 - Convenience (haphazard)
 - Nonprobability sampling
 - Probability sampling
 - Purposive sampling
 - Quota sampling
 - Random sampling
 - Simple
 - stratified
- Sampling Error
- Sampling Frame
- Survey research
- Telephone interview
- Yea-saying bias
- Nay-saying bias

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