

Surveys and Interviews

ScWk 240

Week 5 Slides (1st Set)

Designing Questions

1. Closed vs. open-ended questions
 - Exhaustive and mutually exclusive
2. Wording of questions
 - Simple, short, direct and clear
 - Be careful in making references
 - Avoid double-barreled questions
 - Never use slang terminology

Questionable stats on first-born CEOs

USA Today 9-11-2007

As the youngest of five children — none of whom became a CEO — I have always been aware of the differing perspectives of different-aged siblings. Even so, I am not certain USA TODAY's article comes to a reasonable statistical conclusion about birth order ("First-born kids become CEO material," Cover story, Money, Sept. 4).

While there are statistics in the article indicating that 43% of the 1,582 respondents were first-born, nowhere in the article does it break out a statistic for how many of these are actually only children.

All only children are by definition also first-born, but because they don't have siblings, they don't have the opportunity to teach younger siblings and learn from that experience.

There doesn't seem to be conclusive evidence showing that birth order in relation to other siblings plays a role in becoming a CEO.

Steven P. Alpert
Suffern, N.Y.



By Dan MacMedan for USA TODAY

No. 1: Andrea McGinty, founder of the online Baby Dagny, is the eldest of six.

h
b
l
i
v

d
r
l
i

s
d

Designing Questions

Structure and Design of Questionnaires

- Be easy on the eyes and easy to complete
- **Directions:** clear & precise
- **Order:** Begin with easy, interesting items; opinion first, factual later

Designing Questions

Structure and Design of Questionnaires

- Question **formats**:
 - Place “X” in a box ()
 - **Filter** question
 - **Contingency** question
 - **Matrix** question

Example of a Questionnaire

- In a middle-sized city or small town (under 100,000 population) but not a suburb of a large city
- Open country (but not on a farm)
- On a farm

2. Have you ever shoplifted an item with a value of \$10 or more?

- Yes
- No

If Yes: How many times have you taken such items?

- Once
- 2 to 5 times
- 6 to 10 times
- More than 10 times

3. Do you belong to an organized religion?

- Yes
- No (If No, please skip to Section C, question 1.)

4. Please indicate the religion to which you belong:

- Protestant

Filter Questions

Contingency Question

Another Questionnaire Example

Table 13.1 Rosenberg Self-Esteem Scale

	Strongly Agree	Agree	Disagree	Strongly Disagree
1) On the whole, I am satisfied with myself.	SA[4]	A[3]	D[2]	SD[1]
2) At times I think I am no good at all.	SA[1]	A[2]	D[3]	SD[4]
3) I feel that I have a number of good qualities.	SA[4]	A[3]	D[2]	SD[1]
4) I am able to do things as well as most other people.	SA[4]	A[3]	D[2]	SD[1]
5) I feel I do not have much to be proud of.	SA[1]	A[2]	D[3]	SD[4]
6) I certainly feel useless at times.	SA[1]	A[2]	D[3]	SD[4]
7) I feel that I'm a person of worth, at least on an equal plane with others.	SA[4]	A[3]	D[2]	SD[1]
8) I wish I could have more respect for myself.	SA[1]	A[2]	D[3]	SD[4]
9) All in all, I am inclined to feel that I am a failure.	SA[1]	A[2]	D[3]	SD[4]
10) I take a positive attitude toward myself.	SA[4]	A[3]	D[2]	SD[1]

Source Morris Rosenberg, *Conceiving the Self*, rev. ed. (Malabar, Fla.: Krieger Publishing Company, 1986). Reprinted by permission of Morris Rosenberg.

Question Designing

Structure and design of questionnaire

- Be culturally sensitive
- Conduct Pilot testing

Methods of Survey Research

Enhancing Response Rates:

- 1) Cover letter
- 2) Payment/incentives
- 3) Mailing procedures
- 4) Length and appearance
- 5) Follow-up

Self-Administered Questionnaires

Advantages and Disadvantages

Advantages (4):

Quick and Inexpensive

Geographically Convenient

Better for Sensitive Personal Questions

No Interviewer Bias

Disadvantages (5):

Literacy Required

May Not Be Easy to Comprehend

No Opportunity to Probe or Ask Clarifying Questions

No Assurance of Who is Actually Responding

Problem of Non-Respondents Causing Result Bias

Standardized Interviews - Strategies

- Familiarity with questionnaire
- Follow exact wording
- Record open-ended questions in verbatim
- Probe
- Coordination and control

Interview Example

the kinds of things that happen. Would you think about your own experiences with the kinds of conflicts you, personally, have had and about how often they have happened? Be sure to put a check in every row. If you have never had such a conflict then put the check in the first column where it says "never."

(Hand him the first card dealing with conflicts over the use of the automobile, saying, "If you don't understand any of those things listed or have some other things you would like to mention about how you disagree with your parents over the automobile let me know and we'll talk about it.") (When the respondent finishes checking all rows, hand him card number 2, saying, "Here is a list of types of conflicts teenagers have with their parents over their friends of the same sex. Do the same with this as you did the last list.")

Automobile	Never	Only Once	More Than Once	Many Times
1. Wanting to learn to drive				
2. Getting a driver's license				
3. Wanting to use the family car				
4. What you use the car for				
5. The way you drive it				
6. Using it too much				
7. Keeping the car clean				
8. Putting gas or oil in the car				
9. Repairing the car				
10. Driving someone else's car				
11. Wanting to own a car				
12. The way you drive your own car				

Interviews – Advantages & Disadvantages

Advantages (4):

Enhances Willingness to Participate

Can Help to Motivate Respondents to Respond Correctly

Offers and Opportunity to Explain Questions

Can Add Useful Observational Information

Disadvantages (3):

More Expensive to Administer

More Time-Consuming

Greater Likelihood of Interviewer Bias

Telephone Surveys

Advantages:

- Less expensive
- Speedy

Disadvantages:

- Must be short → restricts data collection
- Lack of visual contact and observation
- Only for those who have landline phones?
- Many people are wary of phone calls

Online Surveys

Advantages:

- Speed, low cost, ability to reach
- Anonymity

Disadvantages:

- Representativeness?
- Limited access

Surveys with Diverse Communities

Issues to Consider:

- ❖ Community suspicion
- ❖ Language barriers
- ❖ Status difference
- ❖ Contextual differences