Exhibit 3.1 Comparison of Major Survey Methods

Aspect of survey	*Mailed Questionnaires*	*Internet Surveys*	*Telephone Interviews*	*Face-to-Face* (in home) Interviews
Administrative, Resource Factors				
Cost	Low*	**Very Low**	Low/medium	High
Length of data collection period	Long (10 weeks)	**Very Short/short (1–3 weeks)**	**Short (2–4 weeks)**	Medium/long (4–12 weeks)
Geographic distribution of sample	**May be wide**	**May be wide**	**May be wide**	Must be clustered
Questionnaire Issues				
Length of Questionnaire	Short/medium (4–12 pages)	Short (<15 minutes)	Medium/long (15–35 minutes)	**Long (30–60 minutes)**
Complexity of questionnaire	Must be simple	**May be complex**	**May be complex**	**May be complex**
Complexity of questions	Simple/moderate	Simple/moderate	Must be short and simple	**May be complex**
Control of question order	Poor	Poor/fair	**Very good**	**Very good**
Use of open-ended questions	Poor	Fair/good	Fair	**Good**
Use of visual aids	Good	**Very good**	Usually not possible	**Very good**
Use of household/personal records	**Very good**	**Very good**	Fair	Good
Rapport	Fair	Poor/fair	Good	**Very good**
Sensitive topics	**Good**	Poor/fair	Fair/good	Fair(Good with A-CASI)
Nonthreatening questions	Good	Good	Good	Good
Data-Quality Issues				
Sampling frame bias	Usually low	Low/high	Low (with RDD)	Low
Response rate	Poor/good	Poor/good	Fair/good	**Good/very good**
Response bias	Medium/high (favors more educated people)	Medium/high (favors more educated people)	**Low**	**Low**
Knowledge about refusals and noncontacts	Fair	Fair	Poor	Fair
Control of response situation	Poor	Poor	Fair	**Good**
Quality of recorded response	Fair/good	Fair/good	**Very good**	**Very good**

*Boldface indicates that the method has an advantage over one or all of the other methods in the specific survey component noted.

Czaja, R. & Blair, J. (2005). Designing surveys: A guide to decisions and procedures (2 ed.). Thousand Oaks, CA: Sage.

Schutt, R. K. (2012). Investigating the social world: The process and practice of research (7 ed.). Thousand Oaks, CA: Sage.

Exhibit 8.17 Advantages and Disadvantages of the Four Survey Designs

Characteristics of Design	Mail Survey	Phone Survey	In-Person Survey	Web Survey
Representative sample				
Opportunity for inclusion is known				
For completely listed populations	High	High	High	Medium
For incompletely listed populations	Medium	Medium	High	Low
Selection within sampling units is controlled (e.g., specific family members must respond)	Medium	High	High	Low
Respondents are likely to be located				
If samples are heterogeneous	Medium	Medium	High	Low
If samples are homogeneous and specialized	High	High	High	High
Questionnaire construction and question design				
Allowable length of questionnaire	Medium	Medium	High	Medium
Ability to include				
Complex questions	Medium	Low	High	High
Open questions	Low	High	High	Medium
Screening questions	Low	High	High	High
Tedious, boring questions	Low	High	High	Low
Ability to control question sequence	Low	High	High	High
Ability to ensure questionnaire completion	Medium	High	High	Low
Distortion of answers				
Odds of avoiding social desirability bias	High	Medium	Low	High
Odds of avoiding interviewer distortion	High	Medium	Low	High
Odds of avoiding contamination by others	Medium	High	Medium	Medium
Administrative goals				
Odds of meeting personnel requirements	High	High	Low	Medium
Odds of implementing quickly	Low	High	Low	High
Odds of keeping costs low	High	Medium	Low	High

Table 8.1 A Checklist of Questions for Designing a Survey Method	
_____	Is the purpose of a survey design stated?
_____	Are the reasons for choosing the design mentioned?
_____	Is the nature of the survey (cross-sectional vs. longitudinal) identified?
_____	Are the population and its size mentioned?
_____	Will the population be stratified? If so, how?
_____	How many people will be in the sample? On what basis was this size chosen?
_____	What will be the procedure for sampling these individuals (e.g., random, nonrandom)?
_____	What instrument will be used in the survey? Who developed the instrument?
_____	What are the content areas addressed in the survey? The scales?
_____	What procedure will be used to pilot or field test the survey?
_____	What is the timeline for administering the survey?
_____	What are the variables in the study?
_____	How do these variables cross-reference with the research questions and items on the survey?
	What specific steps will be taken in data analysis to
(a)_____	analyze returns?
(b)_____	check for response bias?
(c)_____	conduct a descriptive analysis?
(d)_____	collapse items into scales?
(e)_____	check for reliability of scales?
(f)_____	run inferential statistics to answer the research questions?
_____	How will the results be interpreted?

procedure, using arguments based on its strengths and weaknesses, costs, data availability, and convenience.

The Population and Sample

Specify the characteristics of the population and the sampling procedure. Methodologists have written excellent discussions about the underlying

Exhibit 4.3 Some Common Response Category Quantifiers

Opinions

Completely satisfied/ Mostly satisfied/Somewhat satisfied/Dissatisfied/Very dissatisfied

Very important/Somewhat important/Not too important/Not at all important

Oppose/Support

Strongly oppose/Oppose/Support/Strongly support

Knowledge

Very familiar/Somewhat familiar/Not too familiar/Not at all familiar

True/False

A lot/Some/A little/Nothing

Frequency of Events or Behaviors

Never/Less than once a semester/Once a semester/Twice a semester/Three times a semester/More than three times a semester

Per day/Per week/Per month/Per year/Never

Always/Frequently/Seldom/Never

Always/Sometimes/Never

All/Most/Some/A few/None

Often/Sometimes/Rarely/Never

Ratings

Gotten better/Gotten worse/Stayed about the same

Excellent/Good/Fair/Poor

A great deal above average/Somewhat above average/Average/Somewhat below average/A great deal below average

Very fair/Fair/Unfair/Very unfair

High/Medium/Low

Small/Medium/Large

In another type of response format, only the end points of a scale are labeled, as in:

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On a scale of 1 to 10, where 1 means not at all serious and
10 means extremely serious, how serious a problem is crime
on campus?
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Czaja, R. & Blair, J. (2005). Designing surveys: A guide to decisions and procedures (2 ed.). Thousand Oaks, CA: Sage.

Table 8.3 Criteria for Choosing Select Statistical Tests

Nature of Question	Number of Independent Variables	Number of Dependent Variables	Number of Control Variables (covariates)	Type of Score Independent/ Dependent Variables	Distribution of Scores	Statistical Test
Group comparison	1	1	0	Categorical/ continuous	Normal	*t*-test
Group comparison	1 or more	1	0	Categorical/ continuous	Normal	Analysis of variance
Group comparison	1 or more	1	1	Categorical/ continuous	Normal	Analysis of covariance
Group comparison	1	1	0	Categorical/ continuous	Non-normal	Mann-Whitney U test
Association between groups	1	1	0	Categorical/ categorical	Non-normal	Chi-square
Relate variables	1	1	0	Continuous/ continuous	Normal	Pearson product moment correlation
Relate variables	2 or more	1	0	Continuous/ continuous	Normal	Multiple regression
Relate variables	1	1 or more	0	Categorical/ categorical	Non-normal	Spearman rank-order correlation

- Report whether the results of the statistical test were statistically significant or not, such as "the analysis of variance revealed a statistically significant difference between men and women in terms of attitudes toward banning smoking in restaurants $F(2; 6) = 8.55, p = .001$."
- Report how these results answered the research question or hypothesis. Did the results support the hypothesis or did they contradict what was expected?
- Indicate what might explain why the results occurred. This explanation might refer back to the theory advanced in the proposed study (see Chapter 3), past literature as reviewed in the literature review (see Chapter 2), or logical reasoning.
- Discuss the implications of the results for practice or for future research on the topic.

Creswell, J. W. (2009). Research design: Qualitative, quantitative, and mixed-methods approaches. Los Angeles, CA: Sage.