Survey methods and Sampling techniques

Chapter 4
pp. 87-98
Survey methodology

- Used to find out about behaviors and attitudes
- Types of surveys

- Survey construction
Create a survey of student alcohol use

- Define “alcohol use”; what do you want to measure?
- What questions would you ask?
- How would you word those questions?
- What scale would you provide for answers?
- How would you arrange your questions?
- How would you select your sample?
Writing questions

- Use clear, simple language to minimize confusion, maximize truthfulness, and increase willingness to respond.

Types of questions

- Open-ended
- Closed-ended
- Partially open-ended

Advantages/disadvantages of each?

- Open:
- Closed:
Writing questions

- Ways questions can go wrong or mislead the participant
- Loaded question
- Leading question
- Double-barreled question
- Nature and # of alternatives in close-ended questions
- Other issues
Measurement errors

Errors based on poor measuring instruments or human error

- Response bias
- Socially desirability bias
- Interviewer bias
- Sampling bias
- Memory bias
- Other:
Construct validity

- Do survey questions adequately measure construct?

- E.g. survey on adolescent smoking
  - Kovar (2000): “4 million adolescents smoke”
Arrangement of questions

- Randomized order
- Present related questions in subsets
- Sensitive questions at end of survey
- Demographic questions at end of survey
- Previous responses can affect later responses
Probability sampling

- Each member of population has equal chance of being selected for sample

- Random selection (or srs - “simple random sampling”)

- Systematic sampling

- Stratified random sampling

- Cluster sampling
Nonprobability sampling

- Individual members of population do not have equal likelihood of being selected

- Convenience sampling

- Quota sampling

- Purposive sampling

- Chain-referral sampling
Incentives

- Do you compensate Ss for participation?
  - Internal motivation
  - External motivation

- Internal motivators

- If external, how do you compensate?
Student alcohol questionnaire (SAQ)

http://www.indiana.edu/~engs/quest/saq.html


- Method:
  - 13 of 62 schools agreed to participate in 1975-6 school-year
  - 11 large universities (10,000+); 5 in big city; rep all areas of US
  - Each school randomly selected 100 undergrads
  - N = 1128; 41% male; 79% white; 35% freshman

- Results:
  - 79% drank at least 1x/year; 57% at least 1x/month; 70% drank beer
    - 82% of men; 75% of women drank at least 1x/year
  - 20% report no problems as a result of drinking; 50% 4+ problems
    (most common: hangovers, nausea, fighting, prob’s w/ grades)