Survey Research

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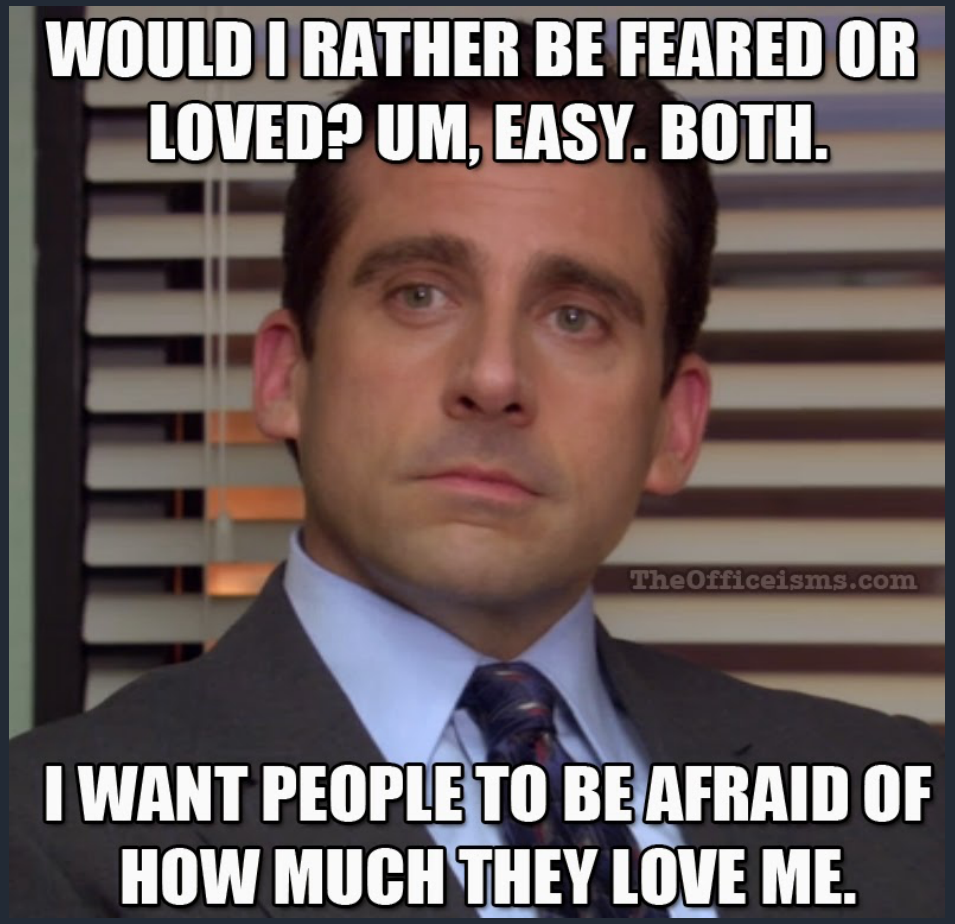
PSY 3500



Survey Designs

Often used in some way with almost all other designs

Not as simple as it appears

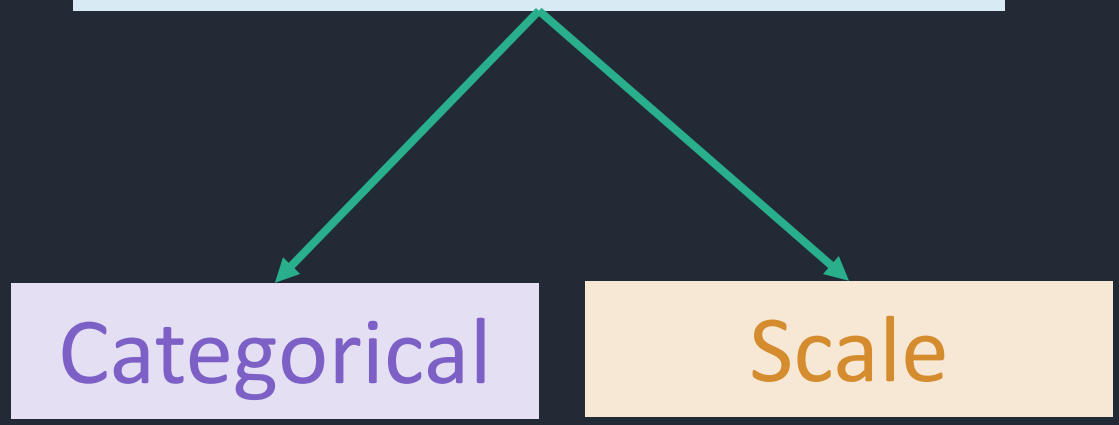
- Answers can be influenced by unintended factors
  - order of items
  - the possible response options
- *Can add noise or completely influence the results*

Types of Items

Two main types exist

Open-ended

Closed-ended



All can be used in the same survey

BRUSO Guidelines

Criterion	Poor	Effective
B—Brief	"Are you now or have you ever been the possessor of a firearm?"	"Have you ever owned a gun?"
R—Relevant	"What is your sexual orientation?"	Do not include this item unless it is clearly relevant to the research.
U—Unambiguous	"Are you a gun person?"	"Do you currently own a gun?"
S—Specific	"How much have you read about the new gun control measure and sales tax?"	"How much have you read about the new sales tax?"
O—Objective	"How much do you support the new gun control measure?"	"What is your view of the new gun control measure?"

This also works regarding the response options for close-ended questions

Conducting a Survey

Some things to consider

Sampling

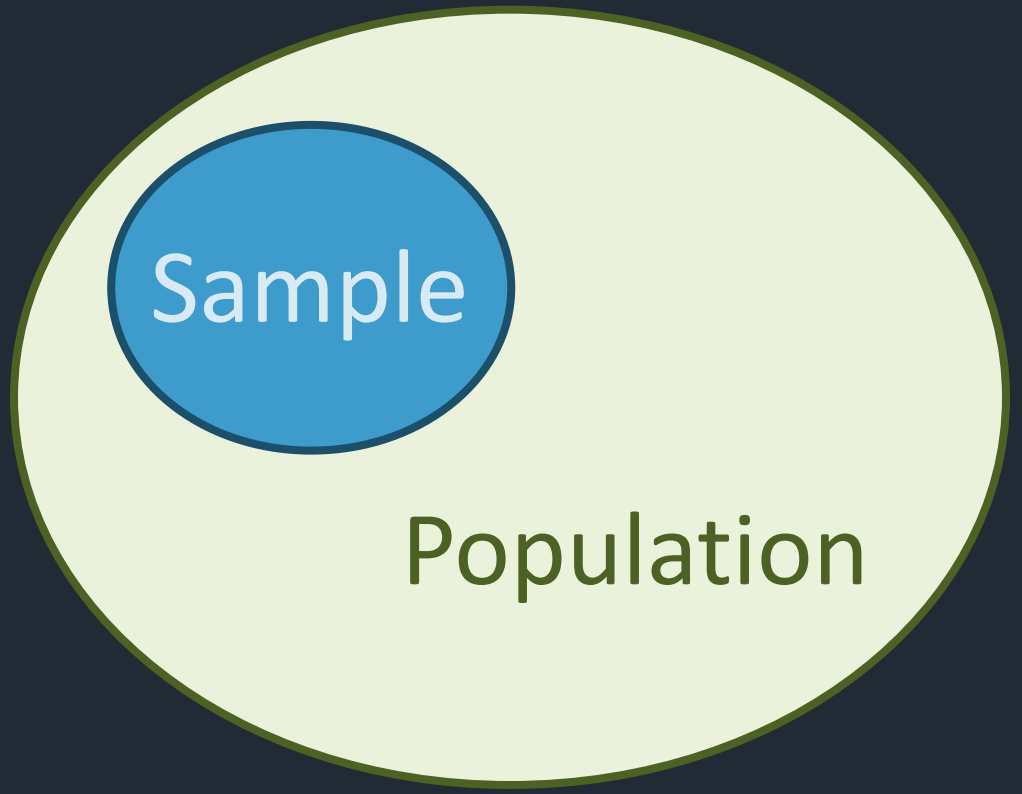
Get data from only part of population

Sampling Size / Population Size

It is all about the sample size (not population size)

Sampling Bias

Random sampling helps reduce bias
Avoid non-responses to reduce bias



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Consider these two videos:

https://www.youtube.com/watch?time_continue=174&v=sfBAPn7-hDg

https://www.youtube.com/watch?v=ubR8rEgSZSU

Conducting a Survey

Some more things to consider

In-person interviews	Can help with non-response but expensive
Telephone Surveys	Cheap but much harder now
Mail Surveys	Cheap but high non-response
Online Surveys	Cheap, can improve non-response Qualtrics or REDCap