

Survey characteristics

Involves qualitative (e.g., feelings, opinions) and quantitative (e.g., scoring, standardizing) components

Some defining characteristics:

1. Describes data collected through self-report (likert ratings, multiple choice)
2. Careful consideration given to respondent selection
3. Can be collected via any medium (phone, internet, face-to-face)
4. Can be combined with experimental method (e.g., administer surveys before and after IV manipulation)
5. Know your sample!
6. Be careful with your terms (e.g., 'average' implies a normative level for a 'typical' day?)

How many alcoholic drinks do you consume in a typical day?

- _____ a lot more than average
- _____ somewhat more than average
- _____ average
- _____ somewhat fewer than average
- _____ a lot fewer than average

Extraneous influences

Item-order effects

1. Do you feel safe walking in Nasouri past sunset?
2. Do you think there is a large criminal presence in Nasouri?
3. Should there be a larger police presence in Nasouri?

Minimize the chances of participants being primed by your question sequence by:

1. Alter the question format (e.g., removing **Nasouri** from the survey if possible)
2. Counter-balance or rotate the ordering of items (e.g., half of your sample views 1->2->3 while remaining participants view 3->2->1)

The sequence of presentation matters!

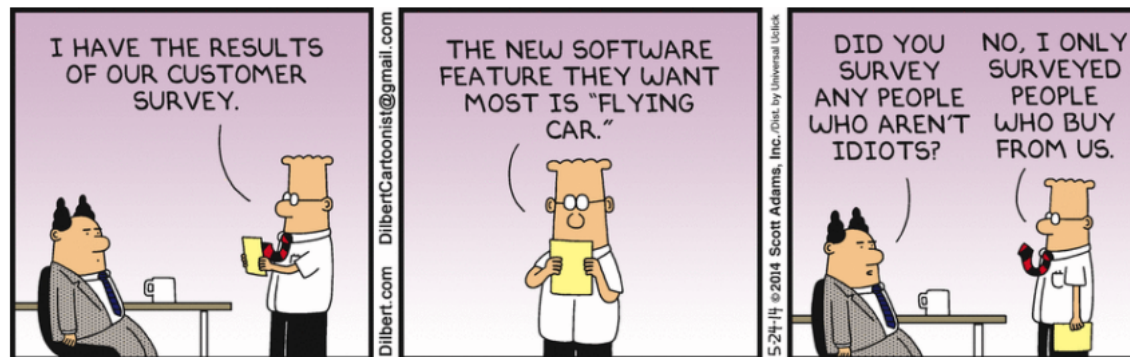
Always run pilot studies to catch any issues you may have missed...

Context effects

Always be wary of your sample and the context in which they provide data (prioritizing fire-fighting infrastructures may be differentially valued by residents in southern Australia vs. Alaska!)

1. *Who* are you targeting? (e.g., adults/children/special needs populations)
2. *Where* are you collecting data from? (e.g., schools/homes/hospitals)
3. *When* are you going to collect data? (e.g., before/after breakfast?)
4. *How* are participants going to respond?

Will you ask *open-* or *closed-ended* questions?



Closed-ended items require selecting from mutually exclusive response options.

Do you prefer the Fijian Warriors or the Flying Fijians? [2 choices]

How much do you enjoy sleeping late [7-point scale]

How confident are you in the accuracy of your response? [5-point slider]

How old are you? [Open- or closed-ended?]

- Likert ratings scales typically involve a 5-point scale anchored by *Strongly Agree* and *Strongly Disagree*, with a Neutral midpoint. They are among the most common survey question type that you may come across

See this example of a [brief personality survey](#) created on [Google Forms](#).

BRUSO

Table 7.2 BRUSO Model of Writing Effective Questionnaire Items, Plus Examples

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?”

A matter of consent

Being your survey with an Introduction section (e.g., to encourage participation, describe relevance, provide contact information, ensure anonymity)

Why should someone participate in your survey? Acknowledge why the findings are valuable, describe any incentives (if applicable)

Must have an Informed Consent section that determines whether the participant or guardian (for special needs populations) voluntary consents to participating in research

Know your audience!

Sampling strategies

Probabilistic sampling

- **Simple random sampling** (everyone in population has equal chance of being selected; computer-generated)
- **Stratified random sampling** (randomly select from pre-designated groups, ie 'strata')
- **Proportionate vs Disproportionate stratified random sampling** (are proportions from strata representative of proportions from population?)
- **Cluster sampling** (select large clusters of participants at random, then select participants from clusters)
- Ideally recruit from pre-existing sampling frame (list of eligible population members)

Non-Probabilistic sampling

- **Convenience sampling** (whoever is nearby – most commonly used)
- **Snowball sampling** (existing respondents recruit additional respondents - "friends get friends for research")
- **Quota sampling** (similar to proportional sampling, with recruitment based on on actual sample/population proportions)
- **Self-selection** (individuals choose to take part on their own accord)

Closing points

- *Sampling bias*: When samples do not adequately represent the population of interest - e.g., conducting a survey of what constitutes Fijians' favorite dish, and only sampling residents from Levuka.
- *Non-response bias*: who responds to surveys anyway? Those who choose to respond may be demonstrably different relative to those who do not
- *Conducting surveys*: In-person, via telephone, via internet, or e-mail? Advantages and disadvantages to each approach (time, reach, cost, convenience). Ultimately depends on the questions created, sample selected and resources available

