SURVEY RESEARCH

Assignment

Beins, Chapter 4, pps 97-106, Chapter 8 Babbie, Chapters 6 & 7

Terms Your Should Know.

Sampling	
Sample frame	
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Non-probability sample	
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Haphazard sample	
Traphazara sample	
Convenience sample	
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Quota Sample	• • • • • • • • • • • • • • • • • • • •
Snowball(Chain-referral)	
sample	
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D	
Purposive sample	
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Probability sample	
Random sample	
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Questions and Answers		
Quota sample		
Quota sample		
Stratified random sample		
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Cluster sample		
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Questionnaire		
Questioniume		
Structured Interview		
Unstructured Interview		
Open-Ended Questions		
Open-Ended Questions		
Closed Questions		
Crosses Questions		
Memory(recall) questions		
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Attitude (affective) questions		
Confirmation Bias		
Committee Disco		

PSY 767 Research Methods

PSY 767 Research Methods Questions and Answers

PSY 767 Research Methods **Questions and Answers** Acquiescence Extreme Response Halo Bias Leniency, Severity, Central Tendency Bias Satisficing Optimising Multi-item scales **Summated Rating Scales**

Semantic Differential

Concepts you should master.

1.	What are the ethical issues involved in conducting a survey?
2.	What are some of the ethical issues in survey research?
3.	What should a researcher keep in mind when deciding on the size and composition of the sample when doing survey research?
4.	What limits does the make up of the sample place on the interpretation of a research study?
5.	Is non-probability sampling necessarily bad or useless?
6.	Under what conditions would you use each of the following? Why?
	a. Closed ended, questionnaire items.
	b. Open ended questionnaire items.
	c. Closed ended interview questions.
	d. Open ended interview items.

7.	What are the pros and cons of using each of the following?
	a. Closed ended, questionnaire items.
	b. Open ended questionnaire items.
	c. Closed ended interview questions.
	d. Open ended interview items.
8.	What is a 'Hidden Population' and what techniques can be used to access members of this population?
9.	What are two key problems what might compromise the internal validity of a survey?
10.	. If you have mailed a survey to a random sample, what must you consider when evaluating the responses?

11. Why is it so important to consider the sampling technique and sample frame when conducting a survey and interpreting survey results?
12. What sorts of research questions would you be able to address when conducting a survey?
13. What special issues should you consider when conducting an internet survey
14. Sharon Chairelyke was interested in assessing women's opinions on teaching birth control and sex education in high schools. She mailed 5,000 surveys to a variety of womens' groups and received 1,200 back. Seventy-two percent of the respondents were in favor of both ideas. Based on this she concluded that the majority of women in the country were in favor of sex education and birth control.a. What is your evaluation of this the conclusion?
b. How could this survey have been improved?

Application

- 1. The following questions refer to Lemieux, Parrott, & Jones' article, *I'm Lonely and Apprehensive: The Presentation of Stigmatizing Information in Personal Ads* (Pattern article 11)
 - a. What research questions did the authors have?
 - b. What was the major research hypothesis?
 - c. Method
 - i. What research technique did the authors use?
 - ii. What sampling technique was used?
 - iii. Do you think that this technique may have influenced the results? Why or how?
 - d. Results
 - i. What was the response rate?
 - ii. Do you think that this response rate may have influenced the results?
 - iii. What were the major statistical findings?
 - iv. The authors report Eta^2 in Table 1. What does this mean? What was the weakest and what was the strongest?

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e.	Discu	ssion

- i. Based on this study, would you conclude that people who include apprehensive information about themselves are more likely to be lonely or apprehensive in groups of strangers?
- ii. What limitations did the authors note?
- iii. What limitations do you see in this article?

- 2. The following questions deal with Readdick & Chapman's article, *Young Children's Perceptions of Time Out*, (Patten Article 12).a. What is the major goal of this study?
 - b. Method
 - i. How did the authors operationally define time out?
 - ii. What evidence is there that the authors had a reliable measure of *time out*?
 - iii. Who gathered the data? What problems did the authors face with the data collectors and how did they deal with them?
 - iv. What was the sample?
 - v. How were participants chosen?
 - vi. The authors state that the participants were a 'convenience sample'. Why? What limitations may this have placed on the study?
 - c. What were the major findings?
 - d. What are the issues of not requiring children to participate in the study? Why did the authors place this restriction on themselves?

- e. Would you say this study had...
 - i. High internal validity? Why or why not?
 - ii. High external validity? Why or why not?