

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
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Convenience sample
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Quota Sample
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Snowball(Chain-referral)
sample
.....
.....

Purposive sample
.....
.....

Probability sample
.....
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Random sample
.....
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Quota sample
.....
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Stratified random sample
.....
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Cluster sample
.....
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Questionnaire
.....
.....

Structured Interview
.....
.....

Unstructured Interview
.....
.....

Open-Ended Questions
.....
.....

Closed Questions
.....
.....

Memory(recall) questions
.....
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Attitude (affective) questions
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Confirmation Bias
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Rating Scales

Comparative Rating Scales
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Paired comparison
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Rank Ordering
.....
.....

Itemized Scales
.....
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Graphic Scales
.....
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Behaviorally Anchored Scales
.....
.....

Numerical Scales
.....
.....

Response Biases
.....
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Social Desirability
.....
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Impression Management
.....
.....

Self-Deception Positivity
.....
.....

Acquiescence
.....
.....

Extreme Response
.....
.....

Halo Bias
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Leniency, Severity, Central
Tendency Bias
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Satisficing
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Optimising
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.....

Multi-item scales
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.....

Summated Rating Scales
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.....

Semantic Differential
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.....

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 women's 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* (Patten 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 η^2 in Table 1. What does this mean? What was the weakest and what was the strongest?

e. Discussion

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?

