

The Basics of Survey Research



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Consideration for Surveys

- What Mode will be used?
- Repeated or Compared?
- Willingness and Motivated?
 - Respondent Burden
- Type of Information?






Question types

- Contingency Questions
- Open-ended
- Close-ended
- Partially closed-ended

The Do's and Don'ts of Question Wording



Is it important to study question wording? Why or why not?





The Do's of Question Wording

- Make the questions clear to respondents
- Make the questions precise
 - Wording
 - Timing
- Make the questions relevant



The Do's of Question Wording Cont.

- Be professional
 - Use formal language
 - Do not use slang
 - Use Accurate facts
 - Use proper grammar



The Do's of Question Wording

Cont.

- Use clear instructions
- Keep it simple
 - Avoid abstract concepts
 - Not condescending



The Don'ts of Question Wording Cont.

- Double-Barreled Questions
- Leading/Loaded Questions
- Inflammatory words



The Don'ts of Question Wording Cont.

- Determinism
- Complex questions
- Long items
- Assume knowledge



The Do's of Response Wording

- Don't Knows
- Mutually Exclusive
- Appropriate



How many hours per day do you study?

- 1/2 hour or less
- From 1/2 to 1 hour
- From 1 hour to 1 1/2 hours
- From 1 1/2 to 2 hours
- From 2 hours to 2 1/2 hours
- More than 2 1/2 hours





How many hours per day do you study?

- 2 1/2 hours or less
- From 2 1/2 to 3 hours
- From 3 to 3 1/2 hours
- From 3 1/2 to 4 hours
- From 4 to 4 1/2 hours
- More than 4 1/2 hours

How many hours per day do you study? hours

