

Research Methods

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7.1 Foundations of Survey Research

Figure 7.1 A survey is a systematic way of asking people to volunteer information.



Ultimately, much of applied social science research concerns itself with understanding and measuring people's knowledge, opinions, perceptions, and behaviors. So how do we collect this type of data? A simplistic—and perhaps a little glib—response would be: We ask them! That's the point of **survey** research, which is the focus of this chapter.

A **survey** is a systematic way of asking people to volunteer information regarding their opinions and behaviors (**Figure 7.1**). For this reason, **survey** research is one of the most important areas of measurement in applied social research. In this chapter, we'll begin broadly by defining **surveys**, the different ways in which surveys are administered (questionnaires and interviews), and what factors to consider when selecting a particular survey method. Then, we will get more specific and discuss how to design a survey instrument. We'll present a number of issues, including the different types of questions, decisions about question content and wording, thinking about **response format**, and question placement and sequencing in your instrument. Finally, we will turn to some of the special issues involved when there is an interviewer collecting the responses.

survey A measurement tool used to gather information from people by asking questions about one or more topics.

7.2 Types of Survey Research

A **survey** is a data collection tool that is used to gather information from a population of interest. The information is collected from a sample of respondents, usually in a way that makes it possible to generalize results to the population within a certain degree of error.

A **survey** can be administered in two key ways: the questionnaire and the interview. Questionnaires are typically instruments that the respondent completes—in other words, questionnaires are self-administered. In the interview method, a researcher asks the participants questions and then goes on to complete the instrument based on their answers. An interview instrument looks very much like a questionnaire except that it usually also includes instructions for the interviewer and space for the interviewer to record observations about how the interview progressed. A common misconception about **surveys** is that questionnaires always ask short, closed-ended questions while interviews always ask broad open-ended ones. This is not always the case; it is quite common to see questionnaires with open-ended questions (although they do tend to be shorter than interview questions), and there will often be a series of closed-ended questions asked in an interview.

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