



QUANTITATIVE RESEARCH: SURVEYS

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QUANTITATIVE RESEARCH METHODS

- Content analysis
- Experiments
- Surveys

SURVEYS

- A method to quantitatively collect data
- Descriptive
 - Describes groups of a population (demographics)
 - Example: How many women live in Murfreesboro?
- Explanatory
 - Explain relationships between variables
 - Example: The relationship between women and heart disease

TYPES OF SURVEY RESEARCH

- Political polling
- Consumer research
- Action research
- Cross-sectional surveys
- Longitudinal surveys

SURVEY PROCESS

- Select a portion of the population
- Sample the population
- Select a survey design
- Develop questions
- Create procedures for data collection
- Validity and reliability of measures
- Statistical analysis
- Report findings

RANDOM SAMPLING

- Simple random sampling
 - Randomly selecting members of a population
- Stratified sampling
 - Separating members of a population by group (similar characteristics) and randomly selecting a proportionate number from each group
- Systematic sampling
 - Selecting every k-th member of a population (Example: Every 10th person on an MTSU student email Listserv)
- Cluster sampling
 - Separating members of a population by group and then randomly selecting an entire group

NON-RANDOM SAMPLING

- Snowball
 - Recruiting members based on suggestions of people within your sample
- Convenience
 - A sample that is most accessible to you

CONDUCTING SURVEYS

- Telephone
- Intercept
 - Conducted in-person, generally in a public place or business
- Email
- Mail
- Focus groups and interview
 - Face-to-face

DEVELOPING A QUESTIONNAIRE

- Open-ended
 - Unstructured responses
 - Harder to code
- Closed-ended
 - Specified answers
- Filtered questions
 - Direct people to respond to certain questions
 - Example: “If yes, skip to question #5”
- Contingency questions
 - Depends on a filtered question
 - Example: Question #5 from above

QUESTIONS TO AVOID

- Leading questions
- Double-barreled questions
 - Questions that ask two things at once
 - Example: Should Comedy Central replace Jon Stewart and hire more women writers?
- Long questions
- Offensive language
- Questions with jargon

OTHER SURVEY TIPS

- Test for order effects
- Clear instructions
- Easy to understand
- Response should be exhaustive
- Test your questionnaire on sample population