I214 Conducting surveys

March 7, 2013

Ways of Administering Surveys (roughly in order of expected response rate)

In person

Phone

Paper, in person

Email (usually with a link)

Web

Mail

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Web survey problems

Loss of context

What exactly are you asking about, what are they responding to?

Are you reaching them at the appropriate point in their interaction?

Incomplete responses

Multiple submissions

Are you actively preventing repeated voting?

Response rate problems

Low rate

Hard to calculate

Some sources of error

Sample, respondents

Sampling bias

Coverage (survey misses too much of the population)

Non-response (responders are different than non-responders)

Question choice

Question wording

Question order

Measurement: method of administration

Inferences from the data

SAMPLE AND RESPONDENTS

Sampling/response, in colloquial terms

Who do you **want**?

Who can you **try** to get? How?

Who do you **actually** get?

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Samples

Universe (everyone)

Statistically valid

Sample size

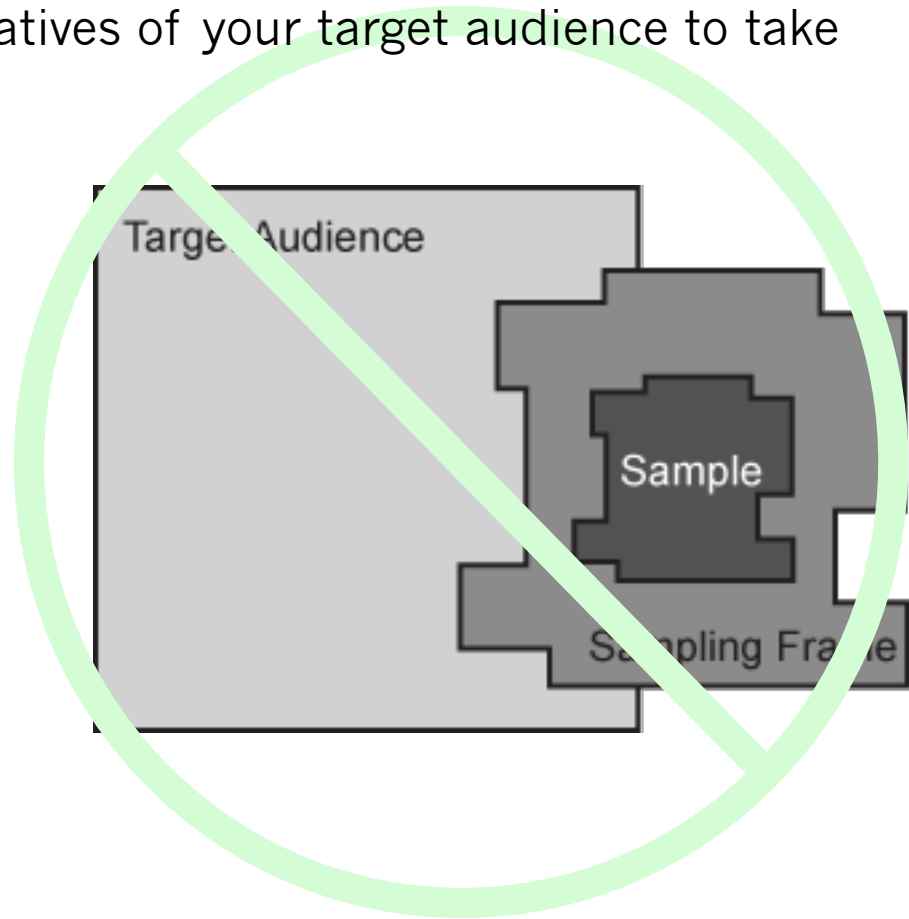Randomness
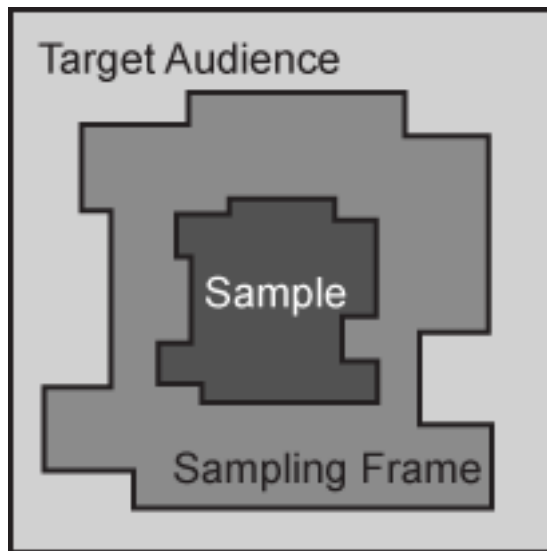
Convenience

Self-selected

Snowball

Making a sampling method

Often not a "frame" in the traditional sense

How will you invite representatives of your target audience to take your survey?

How many people do you need to survey?

Population size

Confidence level (usually at 95%)

Confidence interval (margin of error)

→ Sample size per segment

(1) Use an online sample size calculator

(2) ...for a *rough* estimate

Response Rates

% of sample who actually participate

low rates may indicate systematic bias

Whom did you miss? Why?

Who chose to cooperate? Why?

How much is enough?

For statistically valid sample

Babbie: 50% is adequate; 70% is very good

Web surveys tend to be 3%, 5%….

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Increasing response rates

Good design

Short

Easy to answer immediately

Personalized

Repeated active contact

Explanation/request

Explain purpose of study

Why you need them

Dillman,D.A.,Smyth,J.D.andChristian,L.M.(2009) *Internet, Mail and Mixed Mode Surveys: The Tailored Design Method*

Incentives

Reporting back to respondents

Money; entry in a sweepstakes

Bob's timing was a little off.

Active vs passive sampling

Active

Solicit respondents

Passive

Display request

Popup box: "would you take a few minutes to help us..."

Link on a site

Active sampling tactics

Use sampling frame to develop a list

Contact them (email, phone et cetera)

Keep track of who responds

Follow up with non-respondents if possible to try again

Compare respondents/non-respondents looking for biases

Example email request

☆ **Andy Brooks** to noise   show details Sep 2   ↩ Reply ▼

Noise,

As part of my work with Yahoo I'm running a survey study looking at how people use the Internet for shopping, travel planning, and a handful of other topics. The survey takes only 10-15 minutes, your participation is anonymous, and the first 100 participants will receive a $5 gift card to Amazon.com.

http://technotaste.com/internetsurvey/

Forwarding this message to friends, colleagues, and coworkers is most welcome and appreciated.

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Please Take My Survey!! (concord / pleasant hill / martinez)

Date: 2010-10-13, 10:04AM PDT
Reply to: comm-rn4jw-2004164959@craigslist.org [Errors when replying to ads?]

Hello,

I am college student trying to collect data about music festivals. Please take a moment to answer 10-12 questions. It will take less than 2 min!! Thank you very much.

http://www.kwiksurveys.com/online-survey.php?surveyID=

Relational/Psychology Survey (Comp. for participation)

please flag with care:

miscategorized

prohibited

spam/overpost

best of craigslist

Date: 2010-10-11, 1:34AM PDT
Reply to: see below

Good day, I'm a psychology graduate student conducting research exploring the psychological benefits of relationship status in same-sex couples. To participate you must (a) Be at least 18 years of age, (b) Be currently in a same-sex relationship for no less than a month, and (c) Identify your sexual orientation as gay, lesbian or bisexual. Participating should take 35-45 min and consists of completing every question of an online survey. Names will not be requested and responses will be stored under secure conditions. Your identity will remain completely confidential at all times. If you would like more information and/or to participate in this online study click on or type/copy the URL/link below into your web browser and follow it to the consent form and survey.

http://alliant.qualtrics.com/SE?SID=SV_d4jxdOyhE0uvUXy&SVID=

You may pass this information on to other potential participants if you wish. If your partner has already taken the survey please donâ€™t participate in the study and if you plan to participate please instruct your partner not to. Please donâ€™t discuss your survey questions and answers with your partner until you finish the survey. Compensation for full completion of the survey is available.

I know your time is valuable and thank you for your consideration!

- it's NOT ok to contact this poster with services or other commercial interests
- it's OK to distribute this charitable volunteerism opportunity for inclusion in 3rd party web sites that have been approved by craigslist

CSPP CALIFORNIA SCHOOL OF PROFESSIONAL PSYCHOLOGY ALLIANT INTERNATIONAL UNIVERSITY

Rockway Institute ALLIANT INTERNATIONAL UNIVERSITY

You may pass this information on to other potential participants if you wish. If your partner has already taken the survey please donâ€™t participate in the study and if you plan to participate please instruct your partner not to. Please donâ€™t discuss your

Passive: problems may include

Response rate probably unmeasurable

May be difficult to compare respondents to population as a whole

Likely to be biased (systematic error)

Frequent users probably over-represented

Busy people probably under-represented

Disgruntled and/or happy users probably over-represented

RUNNING THE SURVEY

What to look for in a web survey tool

of questions you can ask

# of respondents

How long the survey will be available

Variety of question designs/formats, or at least the designs you need

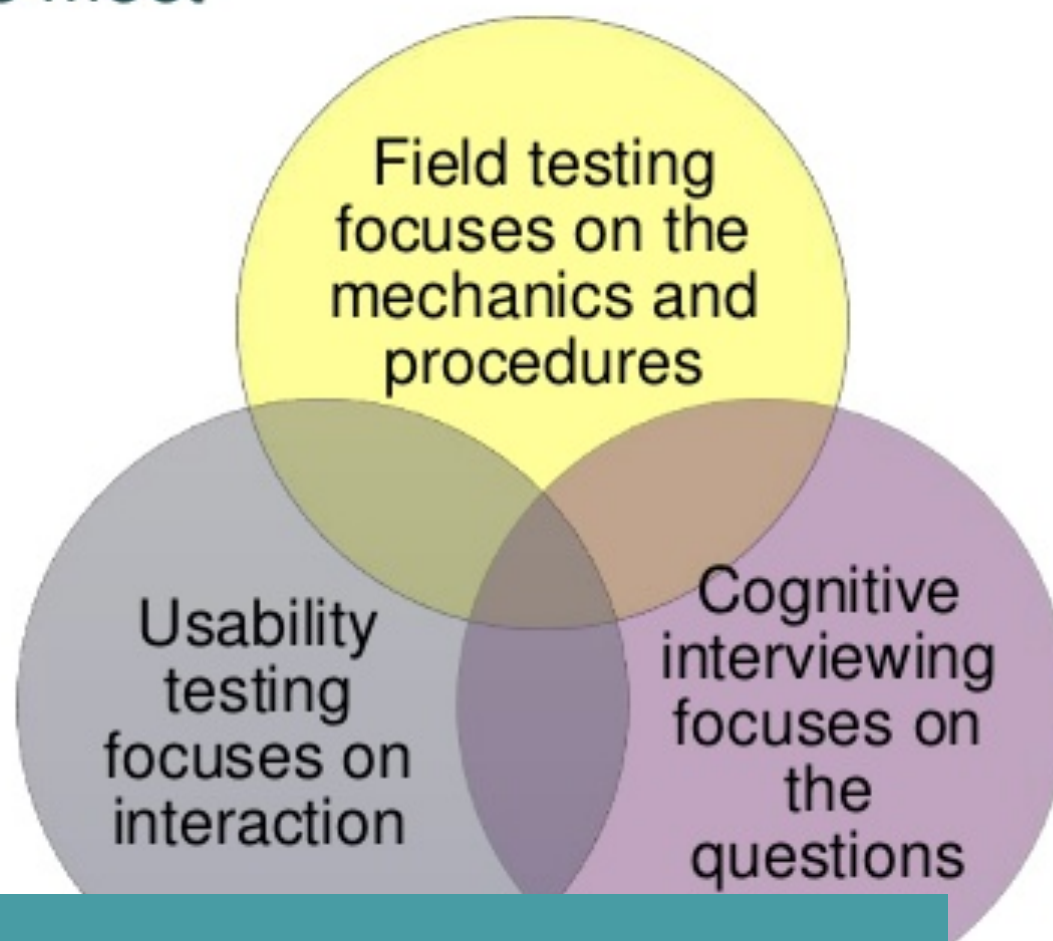Kind of data analysis they support

Reports they produce for you

Whether you can download data into Excel etc

How long the data will be available to you

Most have free/lowcost versions and premium

Presser et al 2004: pretesting focuses on a "broader concern for improving data quality so that measurements meet a survey's objective"

Field testing focuses on the mechanics and procedures

Usability testing focuses on interaction

Cognitive interviewing focuses on the questions

Before you run the survey, PRETEST