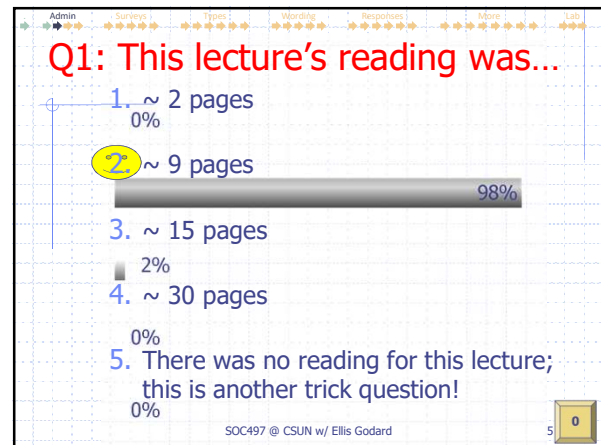


Where are ...

DEADLINES			LECTURE		LABS	
Date	Things Due	Reading (15h)	Category	TOPIC	Lab #	Lab Assignment
Tue Jan 13		chapt. 1	Observation	Conceptual Inquiry & Research	1	Conceptual Clashes
Tue Jan 20		chapt. 4	Observation	Research Design	2	Mini-Design
Tue Jan 27		chapt. 5	Observation	SPSS Intro	3	Computing (mini)
Tue Feb 4	HW1 Article Review	chapt. 2	Observation	Explanation & Theory	4	Writing Hypo
Tue Feb 11		ch 11.3, 11.1	Observation	Researching Research	5	Researching (mini)
Tue Feb 18	HW2 Annotations	pp. 100-137	Observation	Researching (mini)	6	Researching (mini)
Tue Feb 25	HW3 Annotations	pp. 138-171	Observation	Conceptualization	7	Measuring Love
Tue Mar 4	HW4 Annotations	pp. 172-205	Observation	Operationalization	8	Internal Validity
Tue Mar 11	HW5 Annotations	pp. 206-239	Observation	Elementary Stats	9	Univariate (gaslab)
Tue Mar 18	HW6 Annotations	pp. 240-273	Observation	Measures of Research	10	Control (extra credit)
Tue Mar 25	HW7 Dataset Basics	ch 11.3, 11.1, 11.2	Observation	Quantitative Analysis	11	Conting Tables
Tue Mar 25	HW8 Dataset Basics	pp. 240-273	Measurement	Surveys: Wordings	12	Draft Survey Questions
Tue Mar 25	HW9 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	13	Crosstabs (gaslab)
Tue Mar 25	HW10 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	14	Draft Survey Format
Tue Mar 25	HW11 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	15	Ordinal Tests (USDecline)
Tue Mar 25	HW12 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	16	Reverse Survey Draft
Tue Mar 25	HW13 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	17	3 Tests
Tue Mar 25	HW14 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	18	Conduct Survey
Tue Mar 25	HW15 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	19	Multiple R (multifit)
Tue Mar 25	HW16 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	20	Jaywalking Study
Tue Mar 25	HW17 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	21	Data Entry
Tue Mar 25	HW18 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	22	Grounded Theory
Tue Mar 25	HW19 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	23	Elaboration (extra credit)
Tue Mar 25	HW20 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	24	Content Analysis
Tue Mar 25	HW21 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	25	Evaluation Design
Tue Mar 25	HW22 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	26	Oral Presentations Eval
Tue Mar 25	HW23 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	27	Oral Presentations Eval
Tue Mar 25	HW24 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	28	Oral Presentations Eval
Tue Mar 25	HW25 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	29	Oral Presentations Eval
Tue Mar 25	HW26 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	30	Oral Presentations Eval
Tue Mar 25	HW27 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	31	Oral Presentations Eval
Tue Mar 25	HW28 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	32	Oral Presentations Eval
Tue Mar 25	HW29 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	33	Oral Presentations Eval
Tue Mar 25	HW30 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	34	Oral Presentations Eval
Tue Mar 25	HW31 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	35	Oral Presentations Eval
Tue Mar 25	HW32 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	36	Oral Presentations Eval
Tue Mar 25	HW33 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	37	Oral Presentations Eval
Tue Mar 25	HW34 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	38	Oral Presentations Eval
Tue Mar 25	HW35 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	39	Oral Presentations Eval
Tue Mar 25	HW36 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	40	Oral Presentations Eval
Tue Mar 25	HW37 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	41	Oral Presentations Eval
Tue Mar 25	HW38 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	42	Oral Presentations Eval
Tue Mar 25	HW39 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	43	Oral Presentations Eval
Tue Mar 25	HW40 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	44	Oral Presentations Eval
Tue Mar 25	HW41 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	45	Oral Presentations Eval
Tue Mar 25	HW42 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	46	Oral Presentations Eval
Tue Mar 25	HW43 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	47	Oral Presentations Eval
Tue Mar 25	HW44 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	48	Oral Presentations Eval
Tue Mar 25	HW45 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	49	Oral Presentations Eval
Tue Mar 25	HW46 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	50	Oral Presentations Eval
Tue Mar 25	HW47 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	51	Oral Presentations Eval
Tue Mar 25	HW48 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	52	Oral Presentations Eval
Tue Mar 25	HW49 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	53	Oral Presentations Eval
Tue Mar 25	HW50 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	54	Oral Presentations Eval
Tue Mar 25	HW51 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	55	Oral Presentations Eval
Tue Mar 25	HW52 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	56	Oral Presentations Eval
Tue Mar 25	HW53 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	57	Oral Presentations Eval
Tue Mar 25	HW54 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	58	Oral Presentations Eval
Tue Mar 25	HW55 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	59	Oral Presentations Eval
Tue Mar 25	HW56 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	60	Oral Presentations Eval
Tue Mar 25	HW57 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	61	Oral Presentations Eval
Tue Mar 25	HW58 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	62	Oral Presentations Eval
Tue Mar 25	HW59 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	63	Oral Presentations Eval
Tue Mar 25	HW60 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	64	Oral Presentations Eval
Tue Mar 25	HW61 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	65	Oral Presentations Eval
Tue Mar 25	HW62 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	66	Oral Presentations Eval
Tue Mar 25	HW63 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	67	Oral Presentations Eval
Tue Mar 25	HW64 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	68	Oral Presentations Eval
Tue Mar 25	HW65 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	69	Oral Presentations Eval
Tue Mar 25	HW66 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	70	Oral Presentations Eval
Tue Mar 25	HW67 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	71	Oral Presentations Eval
Tue Mar 25	HW68 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	72	Oral Presentations Eval
Tue Mar 25	HW69 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	73	Oral Presentations Eval
Tue Mar 25	HW70 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	74	Oral Presentations Eval
Tue Mar 25	HW71 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	75	Oral Presentations Eval
Tue Mar 25	HW72 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	76	Oral Presentations Eval
Tue Mar 25	HW73 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	77	Oral Presentations Eval
Tue Mar 25	HW74 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	78	Oral Presentations Eval
Tue Mar 25	HW75 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	79	Oral Presentations Eval
Tue Mar 25	HW76 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	80	Oral Presentations Eval
Tue Mar 25	HW77 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	81	Oral Presentations Eval
Tue Mar 25	HW78 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	82	Oral Presentations Eval
Tue Mar 25	HW79 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	83	Oral Presentations Eval
Tue Mar 25	HW80 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	84	Oral Presentations Eval
Tue Mar 25	HW81 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	85	Oral Presentations Eval
Tue Mar 25	HW82 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	86	Oral Presentations Eval
Tue Mar 25	HW83 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	87	Oral Presentations Eval
Tue Mar 25	HW84 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	88	Oral Presentations Eval
Tue Mar 25	HW85 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	89	Oral Presentations Eval
Tue Mar 25	HW86 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	90	Oral Presentations Eval
Tue Mar 25	HW87 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	91	Oral Presentations Eval
Tue Mar 25	HW88 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	92	Oral Presentations Eval
Tue Mar 25	HW89 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	93	Oral Presentations Eval
Tue Mar 25	HW90 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	94	Oral Presentations Eval
Tue Mar 25	HW91 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	95	Oral Presentations Eval
Tue Mar 25	HW92 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	96	Oral Presentations Eval
Tue Mar 25	HW93 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	97	Oral Presentations Eval
Tue Mar 25	HW94 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	98	Oral Presentations Eval
Tue Mar 25	HW95 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	99	Oral Presentations Eval
Tue Mar 25	HW96 Dataset Basics	pp. 240-273	Measurement	Surveys: Format	100	Oral Presentations Eval



SOC497/L: SOCIOLOGY RESEARCH METHODS

Survey Questions:

Types & Guidelines

Ellis Godard

Inline for Today

- Methods Framework
 - Data & Theory
- Methods Issues
 - Esp. Data Collection
 - Esp. Measurement
- Sampling
 - Who you measure, will affect findings

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Admin Surveys Types Wording Responses More Lab

Outline for Today

- ◆ Intro to Survey Research
 - Terms
 - Strengths / Weaknesses
- ◆ Question Types
 - Open/Closed, Contingency, Matrix
- ◆ Wording Guidelines
 - ~19 things to avoid
- ◆ Lab: Drafting Your Questions

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Weaknesses of Surveys

- ◆ Standardization can cause problems
- ◆ Hard to deal with the context of social life
 - environment respondent is living in
- ◆ Individuals must serve as respondents
 - Though not necessarily units of analysis
- ◆ Pub opinion is low
 - Unsuccessful polls ("Dewey wins")
 - Unscientific surveys (Hite Reports)
 - Contradictory polls
 - Commercial/marketing calls (esp. cold calls)
 - ◆ Inc. SUGing, MUGing, FRUGing
 - Push polls...

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Survey Research

- ◆ Terminology
 - A "questionnaire" is a *survey instrument* (IV)
 - Individual questions are *items* (Q)
 - The person asking questions is an *interviewer* (IVR)
 - The person answering questions is a *respondent* (R)
- ◆ Used for...
 - Explanatory, exploratory, or descriptive
 - Usually, people are units of analysis
 - ◆ Always the unit of observation, unless a group is answering (?)

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Push Poll Example

In February 2000, after Senator John McCain won a come-from-behind victory over George W. Bush in the New Hampshire primary, he was the target of a smear campaign in South Carolina. The attacks falsely claimed that Mr. McCain's wife, Cindy, was a drug addict and that the couple's daughter Bridget, whom they adopted from Bangladesh, was the product of an illicit union.

"Would you be more likely or less likely to vote for John McCain for president," some voters were asked in phone calls, "if you knew he had fathered an illegitimate Black child?"

◆ <https://www.nytimes.com/2024/01/20/us/politics/trump-haley-racially-charged-attacks.html>

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Strengths of Surveys

- ◆ Any purpose
 - may be descriptive, explanatory, or exploratory
 - esp for pop that cant be observed directly
- ◆ Esp. useful to describe large population
 - make large samples feasible
- ◆ Applies definitions uniformly
 - Retains some flexibility, esp. w/ large projects
- ◆ Relatively quick and cheap

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Three Challenges of Surveys

- ◆ Wording – expect *lots* of feedback!
 - Edison: "I have not failed 700 times. I've succeeded in proving 700 ways how not to build a light bulb"
 - (see <http://larryferjazzo.subblogs.org/2011/06/11/what-is-the-accurate-edison-quote-on-learning-from-failure/>)
- ◆ Format – 2nd survey lab, in 2 weeks (10/23)
- ◆ Distribution – sampling plan TBD 10/16

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Question Types

- ◆ Questions vs. Statements
 - Likert, Bogardus, etc.
- ◆ Open- vs. Closed-Ended Questions
 - In closed ended, R selects an answer from a list provided by the researcher.
 - ◆ Force Rs into a box; pressure on design – may overlook an answer they want/need
 - Open ended allows R to supply an answer.
 - ◆ Must be coded later; possibility of bias

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Contingency Questions

- ◆ A question that requires follow up to better define the response is a contingency question.
 - E.g. Ballard's survey for the Norton Shores Police Dept. on citizen satisfaction:
 - ◆ Did you have contact with a member of the department during the past year? Yes, NO
 - ◆ If your response was Yes, answer questions 5 through 8; if your answer was no, skip 5 through 8
 - Provide *skip patterns* in your drafts!!

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Q2. Which measures social distance?

1. Bogardus
2. Guttman
3. Likert
4. Semantic Differential
5. Variation Ratio

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Contingency Questions

- ◆ Questions 5 through 8 were something like
 - Was the person with whom you had contact polite?
 - Was the person with whom you had contact interested in your concern or problem?
 - Was the person with whom you had contact able to address your concern or problem?
 - Were you satisfied with the outcome of your contact ? (answer SA A N D SD)

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Matrix Questions

- ◆ Used for asking several questions with the same set of answer categories.

	SA	A	N	D	SD
People convicted of drunk driving should lose their license for life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
drunk drivers should serve long jail sentences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
drunk drivers should lose their right to vote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q3. Which type is *not* an option?

1. Closed-ended
2. Contingency
3. Criterion
4. Matrix
5. Open-ended

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General Wording Guidelines

- ◆ Only ask one question at a time
- ◆ Make items clear
 - Word Qs to mean the same to every R
 - Difficult! – e.g. “sleep on your side”
 - Make response options clear and sufficient
- ◆ Mix of types of questions
 - but not too many types, and include instructions for each type
- ◆ Short questions best, but...

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Avoid Biased Items & Terms

- ◆ Any property of questions that encourages respondents to answer in a particular way
- ◆ May bring *social desirability* effects
 - R filters answers to make self look good
 - Don't you agree with the President that....
 - Do you agree with most Americans that...
 - Other examples of bias terms on p.244
- ◆ May also simply be confusing to R

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Avoid Dangerous Shortcuts

- ◆ Avoid jargon, slang, and abbreviations
 - Esp. regional words: rad floater (surfing), NATO, LA (Louisiana? Lower Alabama?)
- ◆ Avoid false premises built into questions
 - e.g. slanted preamble
 - E.g. “have you stopped beating your wife?”

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Q4. Which have you *not* been warned to avoid?

1. Prestige bias
2. Implied actions
3. Weak words
4. Dangerous shortcuts
5. The far right column in SPSS

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Avoid Charged Words/Phrases

- ◆ Strong words
 - forbid (vs disallow)
- ◆ Prestige bias
 - certain institutions, offices, groups
 - Congress vs our govt – more neg about Congress than about “federal government”
 - *our* government (vs the govt?)
- ◆ Implied actions
 - solving problems in cities > provide assistance to
 - But, provide assistance to the poor > welfare
 - halting rising crime rates > more law enforcement

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Check the *order* of responses

* 16. How do you consider promotional pricing and discounts when making a purchase decision?

☐ I buy the product I want, when I want it, regardless of promotions or discounts

☐ I never buy things on sale or promotion.

☐ I only purchase items on deep discount or clearance

☐ I try to take advantage of available discounts

☐ Promotions or discounts are nice but I mainly care about the product

Other (please specify)

OK

Urban Armor Gear, 7/29/23

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Clear Response Categories

- ◆ Exhaustive response categories
 - DK, NA, Refused, Other, etc are not all the same
 - Don't include all of those – some added during data entry
 - Inc. middle response categories on opinion questions
 - otherwise, may record public opinion instead of individual's
 - e.g. "favorable or unfavorable impression" problematic
 - odd number of response options probably best
- ◆ Mutually exclusive
 - vs. "multiple response" question
 - much more difficult, but oft can reword

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32. What is your annual household income?

☒ Less than \$20,000

☐ \$20,000 to \$34,999

☐ \$35,000 to \$49,999

☐ \$50,000 to \$74,999

☐ \$75,000 to \$99,999

☐ \$100,000 to \$149,000

☐ \$150,000 to \$199,000

☐ \$200,000 to \$299,000

☐ \$300,000 to \$399,000

☐ \$400,000 to \$499,000

☐ Over \$500,000

28

Admin Surveys Types Wording Responses More Lab

Clear labels/ranges

- ◆ Consider open-ended for intervals
 - Ranges may be arbitrary, premature, uninformed
- ◆ If labels, may need to define
 - But definitions should make sense

How would you rate the visibility of university police officers on campus? *

☐ Frequently (two or more times a week)

☒ Occasionally (once a week)

☐ Rarely (once a month)

☐ Never

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19. In which of the following ways do you interact with the Los Angeles Times? Please select all that apply.

☐ Use the coupons

☐ Regularly share digital content with others via email, text, or social media

☐ Save print edition, or print articles to read later or share with others

☐ Print digital articles at home to save or share with others

☐ Regularly visit its website, www.latimes.com

☒ Use the Los Angeles Times app

☐ Encounter it on Google and other search engines

☐ Read/receive one or more email newsletters

☒ Receive text messages or news alerts

☐ Go to events it organizes

☐ Follow LA Times accounts on social media

☐ Follow its journalists or columnists on social media

☐ Post comments

☐ Listen to its podcasts or other audio

☒ Watch Spectrum 1 TV

☐ Read the eNewspaper (digital replica of the print paper)

☐ Play its games (crossword, sudoku, word search, etc.)

☐ Receive text messages or push notifications

27

Admin Surveys Types Wording Responses More Lab

21. How frequently do you use the Los Angeles Times's homepage, www.latimes.com?

☐ Multiple times a day

☐ About once a day

☐ Several times a week

☒ About once a week

☐ A few times a month or less often

☐ Never

3. How often do you watch, read, or listen to Los Angeles Times' journalism?

☒ Several times a day

☐ Once a day

☐ Several times a week

☐ Weekly

☐ Less than once a week

☐ Never

27

Admin Surveys Types Wording Responses More Lab

Avoid Multiple-Response Qs

- ◆ Don't want multiplicity in Qs *or* responses
- ◆ Example:
 - Which of the following home safety devices do you have?
 - Fire extinguisher
 - Smoke detector
 - Radon detector
- ◆ Sometimes may *need* these for simplicity
 - But then must be very careful in data entry

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Research Methods involve...

1. Conceptualization
2. Operationalization
3. Data Collection
4. Mayonnaise

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I would rather...

1. Get just my grades, so that it's easier to read
2. Get just my grades, because I don't care about the rest
3. Get just my grades, because I don't want anyone seeing them
4. Continue to see grades in a comprehensive report on everyone

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In the PDF Grading Report...

1. Each student should be a row
2. Each student should be a column
3. There should be individual emails, not a class report

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Which version of my PDF Grading Report was the most confusing?

1. SOC150
2. SOC250
3. SOC364
4. SOC434
5. SOC497

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Admin Surveys Types Wording Responses More Lab

Avoid Double-Barreled Questions

- ◆ Examples:
 - is your home equipped with a smoke detector & fire extinguisher? – any “and” is problematic
 - which of the following is an important reason you use linux? – reasons inc. “it’s powerful”
 - asks both if powerful, and if that’s why use it
- ◆ Check whenever word *and* appears in a question or questionnaire statement (and see p. 247)
- ◆ Look for combined ideas that are really two questions...

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Ask Answerable Questions

- ◆ Obvious? How many just asked those?
- ◆ Questions should be relevant to most respondents
 - Don't ask questions regarding attitudes for which respondents have not thought about or really care about
 - prior to 9/11 questions regarding terrorists activity here in the USA would not have much relevance to most people.
- ◆ Respondents must be *willing* to answer
 - may require self-admin (or FTF)
- ◆ Respondent must be *capable* of answering the question
 - If distant past, difficult to recall and frustrating – spank, church
 - May prime Rs to filter some out – groundhog day
 - If unfamiliar, get false positives – acronyms & technical terms

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I have set up Internet Relay Chat (IRC) to chat online

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

8/18/20, Free speech survey

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Team Scores

Points	Team	Points	Team
1	Another school shooting		
1	The continued spread...		
1	The continued spread...		

Admin Surveys Types Wording Responses More Lab

Lab Exercise

- You each need 2 vars for HW9 & oral (& paper?)
 - Each of you must be sure to measure *your* DV & IV
 - Extra credit (on HW6, HW9, Paper) for index, CV, etc.
- You might be sharing some question (e.g. same IV)
 - Will be combined with other groups' work in ONE overall survey for the entire class
- So, you'll likely have ~6 for a group of 3, etc.
 - Every group is going to ask how many questions you need – I just answered that ☺
- Rough draft this lab
 - Include Qs, responses, instructions (if any)
 - Submit to canvas by your given deadline for the lab
- Two coming labs:
 - Finalize & format Qs; Review full survey *draft*

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5. Which is okay to use in this class?

- "Normal" to describe any histogram from SPSS
- A mean for a nominal variable
- Any variation on the word "prove"
- The "measure" column in SPSS
- The word "truth"
- Variation ratio for interval variables
- The variance (instead of the standard deviation)
- Your own independent survey
- None of these is okay!

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