



## Outline for Today

- ◆ Modes of Surveying
  - Options
  - Strengths and Weaknesses
  - CATI Labs & CSR
- ◆ Lab: Conduct Survey
  - NOT YET!!
- ◆ Survey Qs to Defend...

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4. Do you use a bus or train to get to CSUN?

☐ Yes

\* No (If "No," please skip to Question #5, below)

4a. If "Yes" how do you usually travel between the bus stop or train station and the CSUN campus?

☐ Walk

☐ Someone/taxi drives me

☐ Bus

☐ CSUN Shuttle

☐ Skateboard, scooter, or rollerblade

☐ Bicycle

☐ None of the above

4b. How many days per week does this occur?

1 2 3 4 5

4c. What bus or train number(s) do you take?  
(Please list all that apply)

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## Survey Project Update

- ◆ Overview Review (again)
  - Handout on Canvas
  - All red assignments in schedule snapshot
  - ONE survey in this class (probably)
- ◆ Surveys
  - Several drafts since last time (maybe 1 more?)
  - Email any problems ASAP!
  - Final online by midnight tomorrow
    - You can print *after* that – *not* before!

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Survey: 23 October, 2017

Site ID: 45660

Survey: 23 October, 2017

First Name: Ellis

Home Zip Code: 91021

Campus Phone Area Code: 818

Number: 677

Employee Category: ☒ Faculty ☐ Staff

If selecting "OFF" enter the:

Day Date

MON: Oct 23

TUE: Oct 24

WED: Oct 25

THU: Oct 26

R. Rail / Plane

S. Walk

U. Zero Emission Vehicle

V. Telecommute

W. 3/36 Work Week Days Off

X. 4/40 Work Week Day Off

Z. 9/80 Work Week Day Off

AA. Vacation

BB. Sick

CC. Other

DEF. Not scheduled to work

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J.D. POWER

This question is a little different. While most people carefully read and respond to the questions in our surveys a small number do not. To verify that you have read this question carefully please select the second response from the list below.

☐ Definitely will not

☒ Probably will not

☐ Probably will

☐ Definitely will

☐ Don't know

JD Power 2017.11.07

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10/14/22

U. Zero Emission Vehicle

B. Bus

C. Rail / Plane

D. Walk

E. Bicycle

F. Telecommute

G. Noncommuting

H. Drive Alone

I. Motorcycle

J. 2 Persons in vehicle

K. 3 Persons in vehicle

L. 4 Persons in vehicle

M. 5 Persons in vehicle

N. 6 Persons in vehicle

O. 7 Persons in vehicle

P. 8 Persons in vehicle

Q. 9 Persons in vehicle

R. 10 Persons in vehicle

S. 11 Persons in vehicle

T. 12 Persons in vehicle

U. 13 Persons in vehicle

V. 14 Persons in vehicle

W. 15 Persons in vehicle

X. 3/36 Work Week Days Off

Y. 4/40 Work Week Day Off

Z. 9/80 Work Week Day Off

AA. Vacation

BB. Sick

CC. Other

DEF. Not scheduled to work

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Q1. What's wrong with this survey Q?  
*Is your house equipped with a smoke detector and fire extinguisher?*

1. Double-barreled 95%

2. Charges words or phrases 2%

3. Includes a false premise 2%

4. Requires skip instructions 0%

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## Hardcopy Mailing & Returns

- ◆ Presentation
  - Self-Addressed Stamped Envelope (SASE) good
  - Self-contained SAS (no E) best – folds/inverts
  - Look professional and increase response rates.
- ◆ Three mailings work best
  - Initial mailing, and two follow-ups
  - 2<sup>nd</sup> and 3<sup>rd</sup> include a letter and new questionnaire
- ◆ Track returns with a return graph
  - by date, record the number of returns
  - Examine history effects on responses – e.g. a major political event or disaster.

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## What's a Survey?

Typically, a self-report instrument<sup>1</sup> involving systematic sampling<sup>2</sup> of a population to measure relevant characteristics<sup>3</sup> to see how they are related in bivariate relationships<sup>4</sup>

1. Aka survey tool, questionnaire, comment card, etc.
  - Instrument could be phone, mail, or face-to-face
  - = predominant mode of data collection Soc
2. probability sample
  - not nec. a Systematic Random Sample
3. Characteristics include both DVs & IVs
  - Hopefully enough explanatory power to overcome influence of exogenous variables
  - Those "outside the classification" which "contaminate" the relationship
4. Goal = parsimonious explanation
  - explain the most (variation in DV) w/ the least (fewest possible IVs)

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## Informed (vs Implied) Consent

On behalf of the American Association of Colleges and Universities (AAC&U) and the American Association of University Professors (AAUP), NORC at the University of Chicago (NORC) is administering the following survey to those with instructional duties and/or faculty status over the past 12 months at colleges and universities across the country.

The survey will ask about a variety of areas, including your interactions with colleagues, students, and the public; teaching-related views and experiences; views about academic freedom at your institution; and the extent of change among various institutional audiences' viewpoints over time. If you teach at more than one institution, respond to the survey relative to the school that you consider your primary institution.

The survey will also ask you about a variety of experiences and viewpoints at different points in time. For instance, some questions ask about right now, while other questions ask about the past few years and the extent, if at all, that things have changed over the last 5 or 7 years. This latter time period has been used so that this study's results can be compared to a previous large-scale study involving faculty that used the same timeframe. If you have started more recently as an instructional staff or faculty member at your institution, the survey will ask you about your experiences and any changes since starting at this institution.

This survey should take you between 15 and 25 minutes to complete. This is a confidential survey. All survey data will be de-identified so that there will be no link between your survey response and your name, institution, or other personally identifiable information. The results will be summarized so that no individual can be identified. Your decision to participate in this survey is voluntary. You can stop taking the survey at any time, and you are not required to answer any questions you do not want to answer. Refusal to take part in or withdrawing from this study will involve no penalty.

If you have any questions or concerns, you may contact the research team at [academicfreedom@norc.uchicago.edu](mailto:academicfreedom@norc.uchicago.edu). You can also visit the study's website for additional information: <https://www.norc.uchicago.edu/projects/academicfreedom-study-faculty-attitudes-toward-academic-freedom.html>. If you have any questions or concerns about your rights as a research participant, please contact the NORC IRB Manager by toll-free phone number at (866) 309-0542.

By entering the survey, you are granting consent to participate in this research. If you wish to participate in this survey, select the "I AGREE" button. If you do not wish to participate in this survey, select the "I DISAGREE" button. You can leave the survey and come back, and your answers will be saved so that you can pick up from where you left off. After making a selection, press the green button at the bottom of the page.

◆ I AGREE and want to participate in the survey. ◆ 12/21/23 20

## Three Major Modes

- ◆ Administered by an interviewer
  - = most expensive and time consuming
  - But "better" data?
- ◆ Telephone surveys
  - = most efficient
    - Mailing costs less per attempt, more per completion
    - Email works well w/ incentive or vested sample
  - Surged in 90s, but RDD dying
    - Shift to cells, filters/blocks, etc. -> panels (OL and phone)
- ◆ Self-administered
  - = most common (esp. online, of course)
  - Handed out, mailed out, emailed out, or app- or web-based
    - Follow-ups
    - Incentives?
    - Vested samples?

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## Interviews (as Surveys)

- ◆ Typically attain higher response rates.
- ◆ Routinely get higher *item* response rates
  - Decreases the number of "I don't know"s
- ◆ IVrs as guard against confusing items
  - But limited – probes & probes
- ◆ IVrs can observe Rs & setting directly

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## IVer Guidelines: Measurement

- ◆ Follow Q wording exactly, every time
  - Different wording > different responses
- ◆ Record responses exactly
  - Open-ended answers recorded *exactly*
    - If ambiguous, record it and make margin notes as to your impression of the response
- ◆ As with survey design, be explicit about *every aspect* of the process
  - Everything you do is either a choice you made intentionally, or a potential mistake...

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## Structured Interviews

- ◆ Typically closed-ended; sometimes open w/ probing
- ◆ Advantages
  - Easier for Rs because distinct choices
  - Easy analysis: freq = % who picked that option
- ◆ Weaknesses
  - Rigid choices imply issues are B&W
  - Firm answer on social problem(s) may be rare
    - Esp. certain groups/cultures or topics/events
  - Presents simplistic answers to complicated Qs

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## IVer Guidelines: Presentation

- ◆ Dress in a fashion similar to those you'll interviewing.
  - Don't wear an \$800.00 suit to interview poor people
- ◆ In demeanor, interviewers should be pleasant.
  - Communicate a genuine interest in getting to know the respondents **without being overbearing**
- ◆ The interviewer should be a neutral medium through which questions and answers are transmitted.
  - If a survey is being conducted to measure the level of support for a prison to be build in a community, an interviewer's attitude, expressed through word or gesture against prisons, may bias the responses and result in an inaccurate survey result.

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## Unstructured Face-to-Face IV

- ◆ Usually fewer respondents, esp b/c time
- ◆ Often not generalizable to population b/c sample not necessarily representative of any pop.
- ◆ Problem of nonrepresentativeness inherent to FTF measurements & self-reports
- ◆ Advantages –
  - open-ended may be mean they say a lot more
  - May be the only method available for some social problems, e.g. gang activity

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## Probing for Responses

- ◆ Can be useful with open-ended answers
  - Sometimes, pretty bad, kind of, etc.
  - Sometimes silent will prompt more from R
  - May need to ask, e.g. "Could you explain that in greater detail?" or "What exactly do you mean by..... Can you give me an example?"
- ◆ Requires care, training, decisions
  - On phone, "crib sheet" of approved probes
- ◆ **For our project: none!**
  - **NO probes, follow-ups, definitions, etc.**
  - Survey *as it is!* "It means whatever it means to you"

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## Coordination & Control

- ◆ Training and supervision of interviewers
- ◆ Review instrument and research goals
  - Each question must be reviewed.
  - Specifications clear up how to handle difficult or confusing situations.
  - Conduct a couple of demonstration interviews with all of your interviewers
- ◆ Keep track of interviewers, checking completed questionnaires often.

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## Advantages of Phone Surveys

- ◆ Greatest are practical
  - Money & time, in that order
- ◆ Interviewer environment
  - Comfortable seat, dress; breaks
  - Personal safety (vs. in-house Ivs)
- ◆ Measurement reliability
  - Respondents more honest to some Qs?
  - Better supervision of interviewers

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## CATI: Consulted Issues

- ◆ Questionnaire
  - Inc. proper skips and filters (else increase cost)
  - Types of Qs (knowledge, needs, attitudes, behaviors, demographic)
  - Human Subjects Review
    - Key oft = informed consent (topic, sponsor, length, anonymous)
- ◆ Sampling Frame
- ◆ Interviewers
  - Recruit: esp elderly (freetime, knowledgeable, need lower pay)
  - Training: Practice & skill to handle equipment, screens, Rs, Qs, etc.
  - Briefing: Specifics of instrument (inc. client background/issues)
- ◆ Analysis/Reporting
  - Inc. data collection concerns

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## Comparative Costs of Methods

	FTF	Phone	Mail	Online
Personnel	High*	Moderate	Low	Low
Equipment	Moderate	High**	Low	Moderate
Travel	High	Low	Low	LOL
Response Rate	High (<80%)	Moderate (<60%)	Low (<20%? <2%***)	Varies, but low (0-7)

\* Very intensive; not only interviewers but also training, follow-up, etc.

\*\* For a margin of error of 3-4%, need 800 to 1200 respondents; to turn that around in 72 hours @ 2 per hour, need 72 calling stations

\*\*\* Direct mail advertisers think they're successful if they get 2%

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## 2. CATI stands for...

1. Computer Aided Teaching Instruction 3%
2. Computer Assisted Theatrical Innuendo 0%
3. Catholic Assessment of Time-series Innovations 3%
4. Computer Assisted Telephone Interviewing 94.0%

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## CATI: Organizational Components

- ◆ **Administration:**
  - Director
  - Support
    - Supervisors / Project Managers
    - Quality control / Project Assistants
    - Technical support / "ITR"
- ◆ **Interviewers:**
  - Typical (1.5 completions per hour, \$15+/hour?)
  - "Elite" (2-5 completions per hour, \$20-25+ per hour?)
  - Foreign language (\$30-50? per hour; ISA known for doing translations & delivery almost overnight)

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## 3: Our class project will use...

1. Face-to-face interviews 72%
2. Self-administered surveys 25%
3. Telephone surveys 0%
4. All of the above 0%
5. None of the above 3%

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## Lab Continuity Notes

- ◆ So far, you've...
  - Looked into topics (in HW1&2, and beyond)
  - Worked w/ data, to remind U about stats
  - Worked thru measurements issues
  - Written AND formatted Qs in small groups
  - Reviewed a draft of the ONE (!) full survey
- ◆ Now, you're going to actually
  - Administer the survey (!), from which you'll have a subsequent Data Entry lab

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## 5. All of today's backgrounds were:

- A. Abandoned spaces 100%
- B. Alaskan places 0%
- C. Amusement parks 0%
- D. Armenian households 0%
- E. Australian campsites 0%

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## Lab Exercise

- ◆ See "Conduct Survey" handout
  - Explicit instructions!
- ◆ Follow our Sampling Plan
  - Paper survey, standing in one (!) public place
- ◆ Can't start until final survey posted
  - Hopefully Tues midnight; many issues to settle
  - Finalizing some edits – check email & Lab16 feedback ASAP!
- ◆ Get 10-15 completions within 2 weeks
  - Same grade for 2 labs: 18 (Survey) & 21 (Data Entry)
  - Check @10; Check-plus @15; No "Check minus"
  - Data **will be validated** by another student during Lab 21

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## Team Scores

Points	Team	Points	Team
4.05	Crustacean		
3.33	Correlation		
3.33	Crouton		
3.25	Crux		
3	Crevice		

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## 4: What is the predominant form of data collection in sociology?

1. Experiments
2. Surveys
3. Field Research
4. Content Analysis
5. 50 Cent is the most amazing rapper. He gives me chills. Yay.

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