

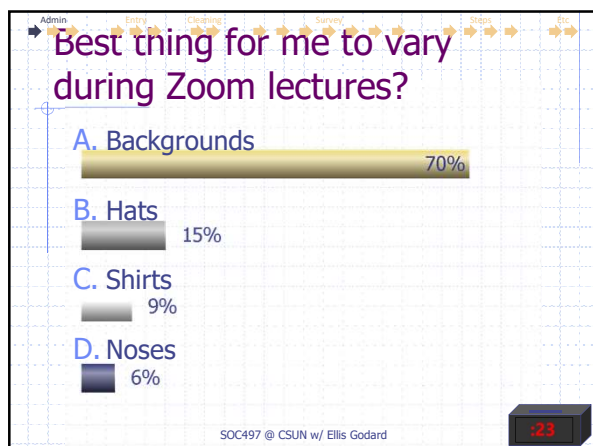
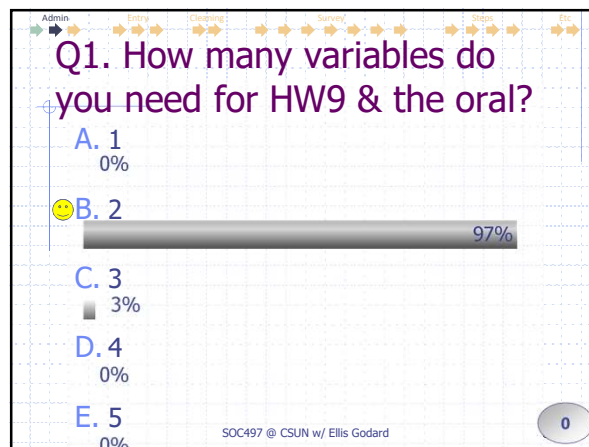
SOC497/L: SOCIOLOGY RESEARCH METHODS

Slides with these, you may have seen before

Data Entry

Steps & Guidelines

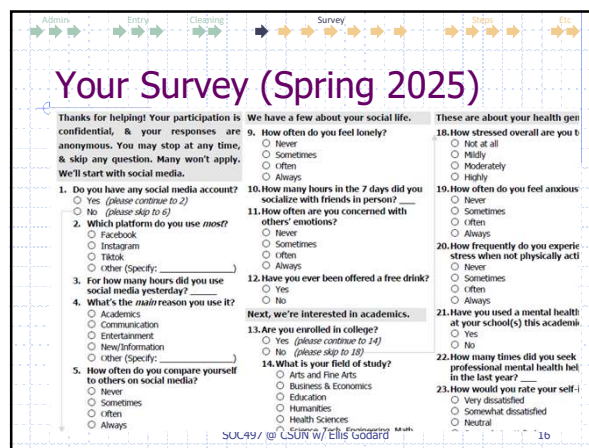
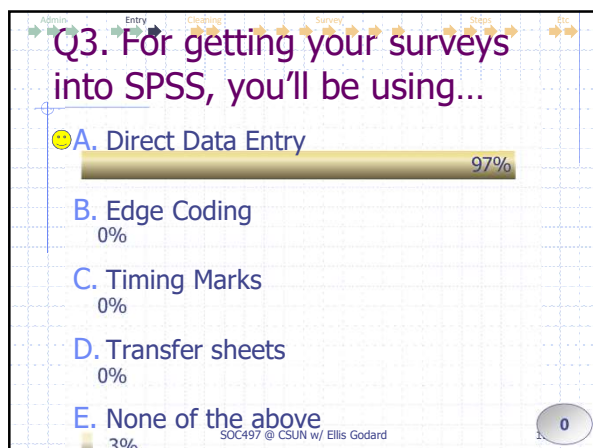
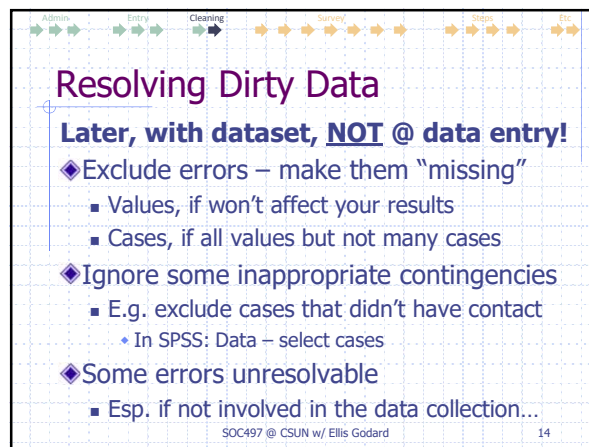
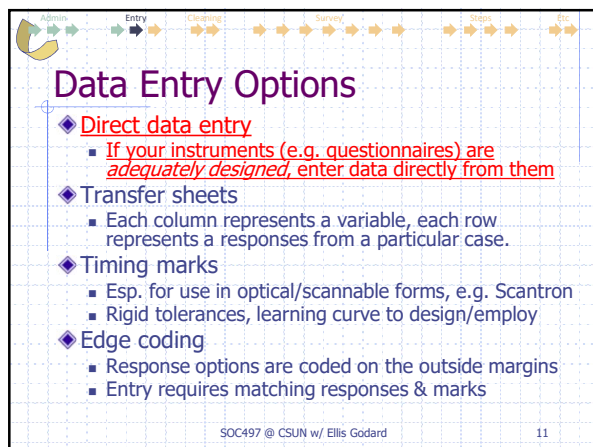
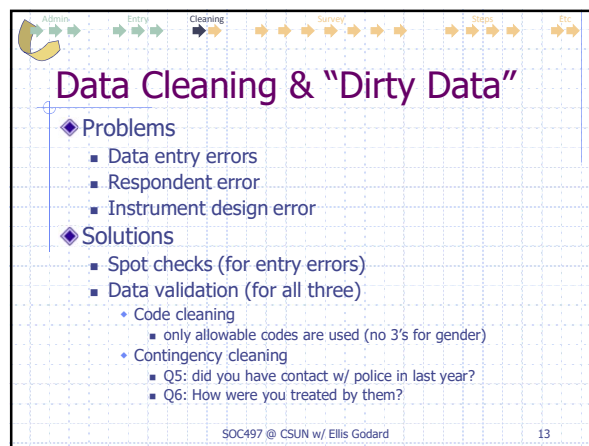
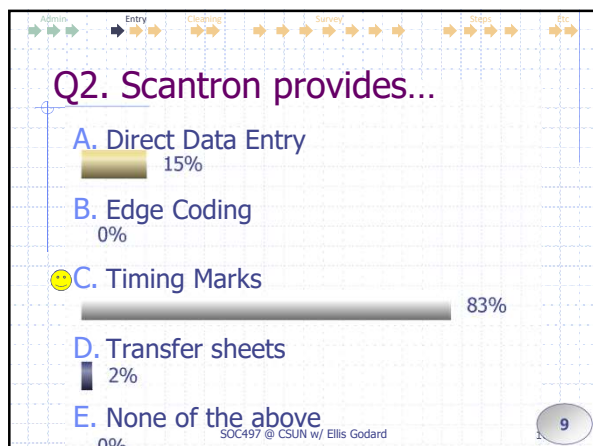
Ellis Godard



Surveying Reminders

- ◆ NOT family / household members
- ◆ NOT in a class, of a class, or to a class
- ◆ Somewhere outside/public, e.g. on campus
 - Arbitrary – this is *not* a random sample
 - Will report where in SPSS (campus & location)
- ◆ No incentives, no pleading, no harassing
- ◆ No definitions, explanations, or follow-ups
- ◆ 15 for check+, 10 for check – for 2 labs

SOC497 @ CSUN w/ Ellis Godard



How the Survey got into SPSS

- ◆ Created variable name & label for each Q (...)
- ◆ Numbered value labels, for close-ended Qs (...)
- ◆ Added all of that to a new SPSS file
 - Tons of reformatting
 - Smart quotes to apostrophes, no double quotes, etc.
 - Created SPSS syntax (...)
 - VARIABLE LABELS, VALUE LABELS, etc.
- ◆ Identified which are *string* variables (...)
- Non-numeric, *open-ended* answers
- As opposed to *closed-ended*, numeric – 2 kinds:
 - labeled (e.g. 1=M, 2=F) vs counts (GPA, or number of hrs)

SOC497 @ CSUN w/ Ellis Godard

17

Nine String Variables

codename	q12free	q28aggr	q44kids	q61seet
Refnum *	q13enrol	q29stims	q45words	q61other
campus	q14field	q30teen	q46pets	q62games
location	q14other	q31inc	q47job	q63irl
q1socmed	q15perfrm	q32raise	q48work	q64incom
q2most	q16gpa	q32other	q49trip	q65incgu
q2other	q17stress	q33talk	q50satis	q66endr
q3hours	q18today	q34help	q51remot	q66other
q4main	q19feel	q35atnd	q52leader	q67lgbtq
q4other	q20active	q36love	q53promot	q68ethni
q5comp	q21ment	q37reli	q54produc	q69race
q6news	q22seek	q38organ	q55yawn	q69other
q7movie	q23rate	q39innow	q56tasks	q70inus
q8watch	q24gym	q40often	q57racdi	q71born
q9lonely	q25sleep	q41roman	q58vote	
q10frnds	q26insom	q42rate	q59crime	
q11other	q27ffood	q43marit	q60tats	

SOC497 @ CSUN w/ Ellis Godard

20

Your Survey (Spring 2025)

1. Do you have any social media account? → **q1socmed** (numeric)
closed-ended, w/ 2 values
2. Which platform do you use most? → **q2most** (numeric)
closed-ended, w/ 4 values
3. For how many hours did you use social media yesterday? → **q2other** (string)
open-ended (enter all, as is)
4. What's the main reason you use it? → **q3hours** (numeric)
open-ended, enter # given
If range (3-6), use lowest (3)
If words ("lots"), leave blank
5. How often do you compare yourself to others on social media?

SOC497 @ CSUN w/ Ellis Godard

18

18 Open-Ended Numerics

codename	q12free	q28aggr	q44kids	q61seet
Refnum *	q13enrol	q29stims	q45words	q61other
campus	q14field	q30teen	q46pets	q62games
location	q14other	q31inc	q47job	q63irl
q1socmed	q15perfrm	q32raise	q48work	q64incom
q2most	q16gpa	q32other	q49trip	q65incgu
q2other	q17stress	q33talk	q50satis	q66endr
q3hours	q18today	q34help	q51remot	q66other
q4main	q19feel	q35atnd	q52leader	q67lgbtq
q4other	q20active	q36love	q53promot	q68ethni
q5comp	q21ment	q37reli	q54produc	q69race
q6news	q22seek	q38organ	q55yawn	q69other
q7movie	q23rate	q39innow	q56tasks	q70inus
q8watch	q24gym	q40often	q57racdi	q71born
q9lonely	q25sleep	q41roman	q58vote	
q10frnds	q26insom	q42rate	q59crime	
q11other	q27ffood	q43marit	q60tats	

SOC497 @ CSUN w/ Ellis Godard

21

Every Q -> at least 1 Variable

codename	q12free	q28aggr	q44kids	q61seet
Refnum *	q13enrol	q29stims	q45words	q61other
campus	q14field	q30teen	q46pets	q62games
location	q14other	q31inc	q47job	q63irl
q1socmed	q15perfrm	q32raise	q48work	q64incom
q2most	q16gpa	q32other	q49trip	q65incgu
q2other	q17stress	q33talk	q50satis	q66endr
q3hours	q18today	q34help	q51remot	q66other
q4main	q19feel	q35atnd	q52leader	q67lgbtq
q4other	q20active	q36love	q53promot	q68ethni
q5comp	q21ment	q37reli	q54produc	q69race
q6news	q22seek	q38organ	q55yawn	q69other
q7movie	q23rate	q39innow	q56tasks	q70inus
q8watch	q24gym	q40often	q57racdi	q71born
q9lonely	q25sleep	q41roman	q58vote	
q10frnds	q26insom	q42rate	q59crime	
q11other	q27ffood	q43marit	q60tats	

SOC497 @ CSUN w/ Ellis Godard

19

All have var & val labels, e.g.

VAR LAB q1socmed "Do you have any social media account?"
VAL LAB q1socmed 1 "yes" 2 "no".

VAR LAB q2most "Which platform do you use most?"
VAL LAB q2most 1 "Facebook" 2 "Instagram" 3 "Tiktok" 4 "Other"

VAR LAB q2other "Other specified platform".

VAR LAB q3hours "For how many hours did you use social media yesterday?"

Close-ended,
numbered answers

Close-ended,
numbered answers

Open-ended
"Other" Q

Open-ended
Numeric

SOC497 @ CSUN w/ Ellis Godard

22

SPSS File is ready for Data Entry

DO NOT SKIP the tracking variables for every case!

Note decimals for GPA (others don't matter)

Review Variable Labels & Value Labels

Name	Type	Width	Decimals	Label	Values	Missing
1 codename	String	10	0	The thing you creat...	None	None
2 refnum	Numeric	2	2	The number you wro...	None	None
3 campus	String	10	0	Which campus you ...	None	None
4 location	String	10	0	Where Of that cam...	None	None
5 q1socmed	Numeric	8	0	Do you soc med ...	None	None
6 q2most	Numeric	8	0	Whi ...	None	None
7 q3	String	20	0	Oth...	None	None
8 q4	Numeric	8	0	For	None	None
9 q5	Numeric	8	0	Whi...	None	None
10 q6	String	20	0	Oth...	None	None
11 q7	Numeric	8	0	How often do you c...	(1. Never)...	None
12 q8	Numeric	8	0	How often do you w...	(1. Daily)...	None
13 q9	Numeric	8	0	How often do you w...	(1. Daily)...	None
14 q10	Numeric	8	0	When you watch m...	(1. only watch in m...	None
15 q11	Numeric	8	0	How often do you fe...	(1. Never)...	None
16 q12	Numeric	8	0	How many hours in ...	(1. Never)...	None
17 q13	Numeric	8	0	How often are you c...	(1. Never)...	None
18 q14	Numeric	8	0	Have you ever been ...	(1. Yes)...	None
19 q15	Numeric	8	0	Are you enrolled in ...	(1. Yes)...	None
20 q16	Numeric	8	0	What is your field of...	(1. Arts and Fine A...	None
21 q17	String	20	0	Other specified field	None	None
22 q18	Numeric	8	0	How would you des...	(1. Excellent)...	None

Question-Specific Guidelines

- ◆ **4 Leading questions**
 - Codename, Lab-(M/W), Refnum, Campus, & Location (*see Variable View for all 4!!*)
- ◆ **9 open-ended string variables**
 - Codename, Campus, Location, plus 7 others (e.g. q20ther, q40ther, etc.)
 - Type text of any answer given, exactly as given, to the character max
 - Do NOT change the length (from 20, or *whatever it is*), of course
- ◆ **18 open-ended numbers**
 - Refnum, plus 3, 10, 16, 22, 24, 25, 26, 44, 48, 49, 50, 53, 54, 56, 60, 62, 71)
 - Enter the number given
 - If they give a range, use the 1st/lowest number they give (NOT average etc.)
 - If they don't give numbers, they didn't give an answer we can use
 - If they give words... those aren't numbers
 - No value labels are needed for intervals – each value *is* its own label!
- ◆ **0 Multiple Response questions? > _ different variables**
 - Separate variable (column) for each response
 - If checked, enter 1; if not checked, *leave it blank*

SOC497 @ CSUN w/ Ellis Godard 26

Q4. Which kind of variable in SPSS NEVER has ANY value labels?

A. Interval 5%

B. Nominal 3%

C. Numeric 0%

D. Ordinal 0%

E. String 93%

SOC497 @ CSUN w/ Ellis Godard 24

Other General Rules

- ◆ **For all other Qs (64), values follow survey order**
 - 1st answer = 1, 2nd = 2, etc. (Note: Yes/No sometimes swap)
 - Do NOT enter actual value unless interval
 - Don't change ANYTHING in Variable View, or you've wasted your time.
- ◆ **Do NOT make decisions for respondents**
 - If they left it blank, you leave it blank
 - If they didn't give a clear answer, there isn't one
- ◆ **Do NOT enter any # for missings or errors**
 - If it's blank, leave it blank.
 - If they check two boxes, leave it blank.
 - If they give a range, use the smallest end of it
 - If you aren't sure what to do, ask me.
- ◆ **Don't forget steps:**
 - Prep, Enter, Validate, Save & Email

SOC497 @ CSUN w/ Ellis Godard 27

Lab Exercise: Prep

- ◆ **Number your surveys**
 - @ the top (big, bold, circled, 1 thru ??)
 - You will enter this is 2nd column in SPSS
- ◆ **Get the blank survey from Canvas**
 - The "blank" file has *all* of the variable & value labels
 - Do NOT create your own file – that will be a *waste of your time*
 - Do NOT double click – right click, then use FILE – OPEN – DATA
- ◆ **Open to "Variable View" & become familiar with it**
 - Compare printed survey to file (name, labels, values)
 - Do NOT make any changes in Variable view! (**NONE!!!**)
 - Do NOT add or remove variables, change names or labels, change widths, or change *anything else (at all)* in Variable View!
 - If you make changes, your data will not match, I won't be able to add it, and you'll need to undo whatever changes you made and/or start over.
 - Please don't put yourself in that situation. Leave the variable alone.

SOC497 @ CSUN w/ Ellis Godard 25

Lab Exercise: Data Entry Steps

- ◆ **Data Entry**
 - **Once ready, begin entering all of your surveys**
 - 10 for a check, 15 or more for a check plus
 - Counts for data collection AND entry labs (2 labs, same grade)
- ◆ **Validate**
 - **Validate one complete survey entered by someone else**
 - Swap seats/files, compare printed survey to rows where entered
 - Correct any errors you found, & ask me any Qs *immediately*
- ◆ **Save & Email**
 - **Save your datafile as "Survey-LastnameFirstname.sav"**
 - **Email that file to me by your deadline (!!)**
 - I'll combine them all & put on web for HW9, orals, & papers
 - **Do NOT start work using only *your* entered data**

SOC497 @ CSUN w/ Ellis Godard 28

Admin Entry Cleaning Survey Steps Etc

Q5. Which of these can you do during data entry?

- A. Add or change variables
15%
- B. Add or change value labels
0%
- C. Use 9, 99, or 999 for "no answer"
20%
- D. Skip the validation step
0%
- E. None of the above
65%

SOC497 @ CSUN w/ Ellis Godard 29

Admin Entry Cleaning Survey Steps Etc

Team Scores

Points	Team	Points	Team
4.6	Hats		
4.5	Backgrounds		
4.5	Noses		
4.33	Shirts		

SOC497 @ CSUN w/ Ellis Godard 30