

## Surveys

- Interview technique
- Questionnaires vs. Interviews

---

---

---

---

---

---

---

## Methods of Data Collection

- Face-to-face
- Telephone
- Mail
- Internet

---

---

---

---

---

---

---

## Types of Questions

- Closed-ended: must be answered by one of a limited number of alternatives.
- Open-ended: solicit information about opinions and feelings by asking the question in such a way that the person must respond with more than yes-no, ratings, etc.

---

---

---

---

---

---

---

## Rating Scales

- Numerical: respondents work with a sequence of defined numbers.
  - 1=strongly agree
  - 2=agree
  - 3=undecided
  - 4=disagree
  - 5=strongly disagree

---

---

---

---

---

---

---

## Rating Scales

- Graphic
  - Unpopular \_\_ \_\_ \_\_ \_\_ \_\_ Popular
- Likert-type: numbers are associated with different responses to statements that are easily classifiable as favorable or unfavorable.

	SA	A	U	D	SD
Favorable	1	2	3	4	5
Unfavorable	5	4	3	2	1

---

---

---

---

---

---

---

## Response Styles

- Response set: tendency to respond to questions or test items in specific ways
  - Leniency bias
  - Central tendency bias
  - Acquiescent response set
  - Position preference

---

---

---

---

---

---

---

## Difficulty of Questions

- Ceiling effect: restriction of range problem that occurs when task is too easy.
- Floor effect: restriction of range problem that occurs when task is too difficult.

---

---

---

---

---

---

---

## Wording

- Double-barreled questions: questions that cover two different issues at once.
  - "Do you agree that the president should focus his primary attention on economy and foreign affairs?"
- Leading questions:
  - "Should laws be passed to eliminate all possibilities of special interests giving huge sums of money to candidates?"

---

---

---

---

---

---

---

## Ordering of Questions

- Funnel
- Filter
- Practice
- Counterbalancing Order
- Preventing Response Sets
- Alternate Forms

---

---

---

---

---

---

---