Planning Survey Research
Chapter Objectives

1. Understand the purpose and advantages and disadvantages of survey research
2. Describe the process of planning the survey research methodology
3. Learn the rules for writing effective survey questions and answers
4. Appreciate the importance of layout in designing questionnaires
Survey Research

- Used when conducting quantitative descriptive research
- Can be administered by researcher or assistant
- Can be self-administered
<table>
<thead>
<tr>
<th>Advantages</th>
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<tbody>
<tr>
<td>Can disprove a hypothesis</td>
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<td>Involves many participants</td>
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<tr>
<td>Can be self-administered</td>
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<td>Can be distributed electronically</td>
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<table>
<thead>
<tr>
<th>Disadvantages</th>
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<tbody>
<tr>
<td>Questionnaire must be carefully designed</td>
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<td>May require knowledge of software</td>
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Questionnaire Development Process

- Meet with management
- Write draft
- Management reviews and adjustments made
  - repeat as necessary
- Code answers
- Design layout
- Survey tested and adjustments made
  - repeat as necessary
Meeting and Reviewing

- Everyone included when deciding topics
- Write questions to address topics
- May take repeated efforts
- Right words must be used to obtain needed answer
Potential Questionnaire Problems

- Too many questions
- Topic area not included
- Confusing questions
- Unclear answers
Other Issues

- Coding answers
  - Used to simplify data entry

- Designing layout
  - To encourage participation

- Testing the questionnaire
  - Uncovers problems not noticed during process
Writing Questions

- Small differences in wording
  - Big differences in answers

- Loaded questions or words
  - Can deliberately affect answers
Guidelines

- Only ask what they know
- Keep the wording simple
- Write at correct level
- Asking one question at a time
- Avoiding the passive voice
- Translation issues
Types of Answers

- **Open Ended**
  - Participant using own words

- **Dichotomous Choice**
  - Choose from two opposite answers

- **Forced Choice**
  - Choose from two equally possible answers

- **Multiple Choice**
  - Choose from many answers
Types of Answers

- **Checklist Choice**
  - Chose more than one answer

- **Ranking Choice**
  - Rank more than one answer

- **Rating Choice**
  - Chose how strongly agree or disagree
Layout Issues

- Poorly designed can look confusing or intimidating
  - Font
  - Number of pages
  - Use of white space
  - Paper color
  - Question order
Online Layout Issues

- No need to worry about physical layout
- Form can be enhanced with graphics
- Routing of answers is automatic
- No need for coding
  - Data is entered automatically