Conducting Surveys
Chapter Objectives

- Explain the advantages and disadvantages of survey methods
- Describe the delivery options for self-administered surveys
- Discuss the methods of researcher assisted survey methods
- Introduce the survey taking process
- Explore the problems with motivating individuals to participate in survey research
Advantages of Self-Administered

- Cost savings
- Completion at convenience
- Eliminate researcher bias
Advantages of Researcher Administered

- Provides means of clarification
- Researcher can motivate
- Encourage disenfranchised groups
Self Administered Methods

- **Mail surveys**
  - Distributed through postal service

- **Surveys to be picked up**
  - Left at organization

- **Electronic delivery**
  - Via email or website
Researcher Administered Methods

- **Personal surveying**
  - Participant answers verbally while answer recorded

- **Telephone surveying**
  - Participant called at home or work
Mail Survey Process

- Obtain list
- Mail surveys
- Compile
- Analyze
- Report
Drop Off Survey Process

- Determine sites
- Pick up forms
- Compile
- Analyze
- Report
Online Survey Process

- Obtain software
- Send emails
- Monitor
- Analyze
- Report
Personal Survey Process

- Determine site
- Hire and train surveyors
- Conduct survey
- Compile data
- Analyze data
- Report
Telephone Survey Process

- Obtain phone list
- Hire and train surveyors
- Conduct
- Compile data
- Analyze data
- Report
Surveyor Takers

**Skills and characteristics**

- Ability to communicate
- Personable and enthusiastic
- Hard working
- Honest
Training Survey Takers

- Introduce organization and mission
- Explain research topic
- Review the survey form and directions
- Practice role playing
- Supervise and monitor first surveys
Survey Process

1. Introduction of organization
2. Explain purpose of research
3. Explain why they are being contacted
4. Determine eligibility with screening question
5. Explain time requirements
6. State privacy policy
7. Inform what will happen with results
8. Obtain consent
9. Conduct survey, clarifying questions when needed
10. Thank for participation
Reasons for Participation

- **Motivation for Participating in Surveys**
  - Support of organization
  - Interest in research subject
  - Altruistic concern for others
  - Product incentive
Necessary Information

- Contact information
- Introduce organization and purpose of research
- Explain sample and how selected
- Confidentiality assurance
- How public will benefit
- Length of form and time to complete
- Mailing instructions and envelope or website link