

Survey Research Design

Purpose of survey research design is for researchers to describe the attitudes, opinions, behaviors, or characteristics of the population based on data collected from a sample or a population.

Types of Surveys (see page 397)

- Longitudinal → over time
- Cross-sectional → one point in time

Important Issues in Survey Research Design

- Sampling (see page 400, and go back to chapter 6)

Factors that May Limit Survey Research Design (see page 402)

- Coverage error
- Sampling error
- Measurement error
- Non-response error

Survey Research Design Related Class Activity

Create Your Own Survey

Examine pages 404-407 “Designing Instruments for Data Collection.” With a partner pick a topic to create a survey for, and spend 15 minutes on creating a 10 item survey. After you and your partner are done preparing a survey give your survey to another group. When you receive a survey that another group prepared use the question construction criteria on page 407-409 to evaluate the survey in front of you.

Categorize the Criteria for Evaluating Survey Research

Examine the criteria for evaluating survey research (page 423) and categorize each criterion according to what they are concerned about.