



Survey Research

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It's a Survey! Hooray!

Have you ever taken a survey?!?!

- Yes
- No
- MAYBE

Why use a survey?

STRENGTHS

It's cost-effective!

It can reach many people!

Standardized!

Versatile!

Generalizable!

WEAKNESSES

Inflexible :(

Lack of depth :(

WOW!

WOW!

WOW!

WOW!

WOW!

Types of Surveys
Different types exist, wow!

WOW!

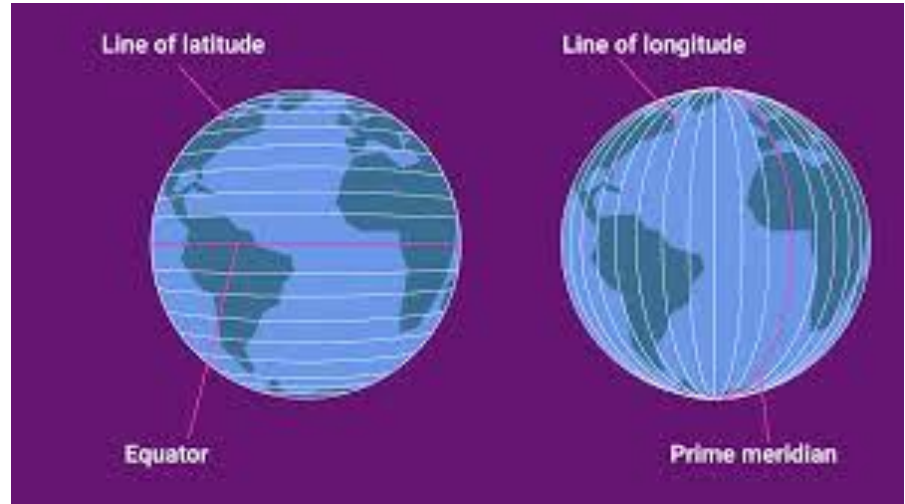
WOW!

WOW!

WOW!

WOW!

Cross-sectional surveys-
surveys that are
administered at just one
point in time



Longitudinal- observations made over
an extended period of time (3
kinds...)

Trend survey- describes how people in a specific group change over time, asking different people each time the survey is administered

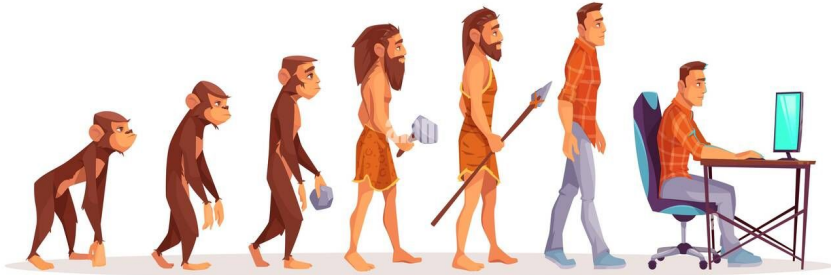
what are other words for trendy?

fashionable, stylish, modish, chic, voguish, smart, in, hip, swank, sharp



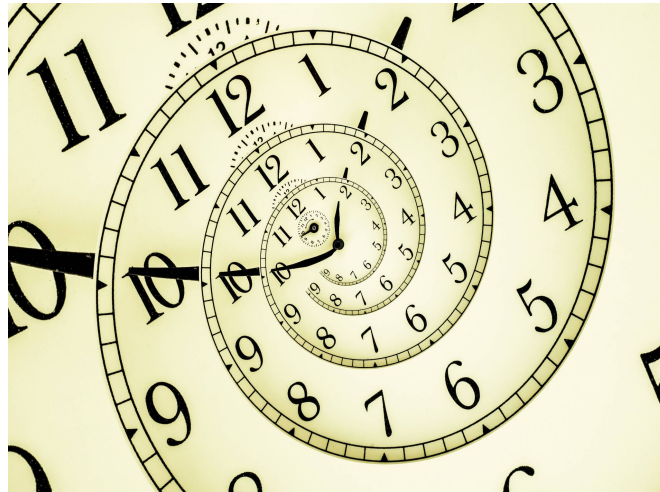
Panel survey- describes how people in a specific group change over time, asking the same people each time the survey is administered

Cohort survey- describes how people with a defining characteristic change over time



Self-administered questionnaires- a research participant is given a set of questions, in writing, to which they are asked to respond

Retrospective surveys- participants are surveyed once though asked to reflect on the past



Effective questioning

Are you not sure you don't like this survey and think it's not the greatest least perfect and most effective survey you've never seen?

Filter question:

Do you know what a question is?

If yes, go to next slide!

Question that identifies some subset of survey respondents who are asked additional questions that are not relevant to the entire sample

Does Siri love me?

- No
- Unlikely
- Maybe

Who am I??

Your answer

Closed-ended questions:

Questions for which the researcher offers response options

Open-ended questions:

Questions for which the researcher does not include response options

Double-barreled question- a question that asks two different questions at the same time, making it difficult to respond accurately

Are you smart AND funny?

Fence-sitters- respondents who choose neutral response options, even if they have an opinion

Floaters- respondents that choose a substantive answer to a question when really, they don't understand the question or don't have an opinion



Matrix question- lists a set of questions for which the answer categories are all the same

Instructions: For each statement, please check whether you Strongly Agree, Agree, Disagree, or Strongly Disagree				
My college classes are ...	Strongly Agree	Agree	Disagree	Strongly Disagree
more demanding than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
more interesting than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
more interactive than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
larger than my high school classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 11.4 Survey questions utilizing matrix format

References

Decarlo, M. (2018). *Scientific inquiry in social work* (2nd ed.). Open Social Work Education.

Fine, M., Torre, M. E., Oswald, A. G., & Avory, S. (2021). Critical participatory action research: Methods and praxis for intersectional knowledge production. *Journal of Counseling Psychology, 68*(3), 344-356.

<https://doi.org/10.1037/cou0000445>

Group Activity

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