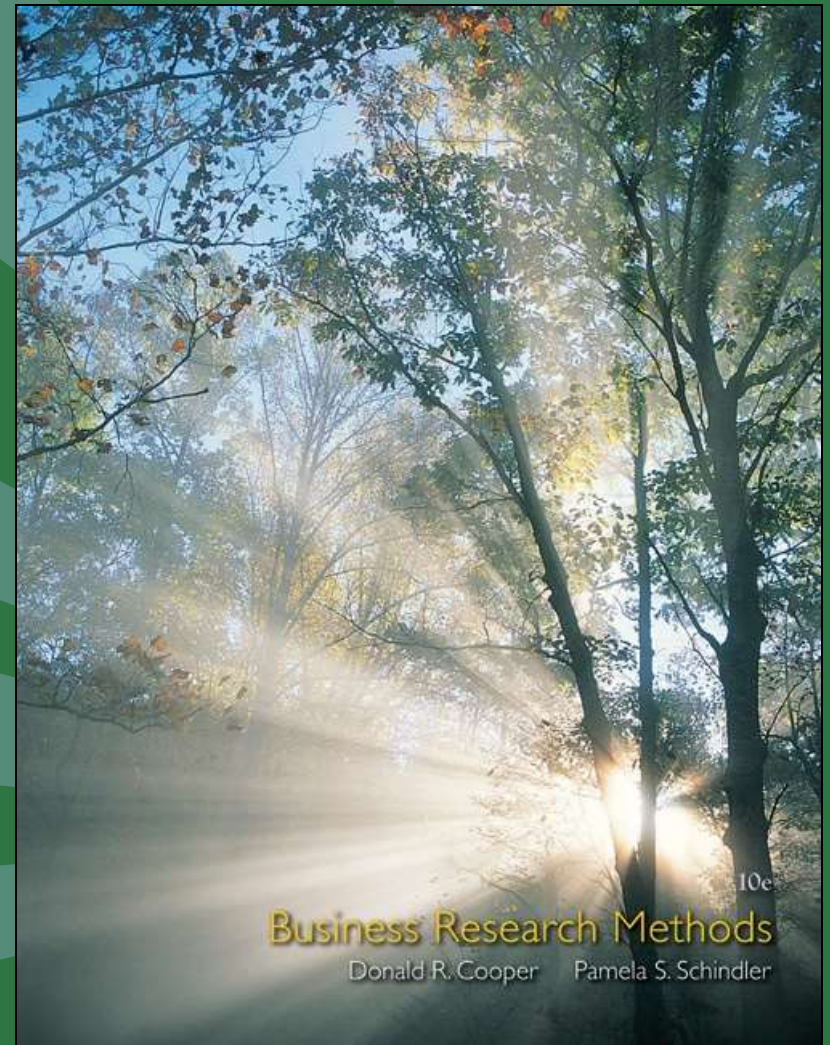


"Only as high as I reach can I grow,  
Only as far as I seek can I go,  
Only as deep as I look can I see,  
Only as much as I dream can I be"

# Surveys



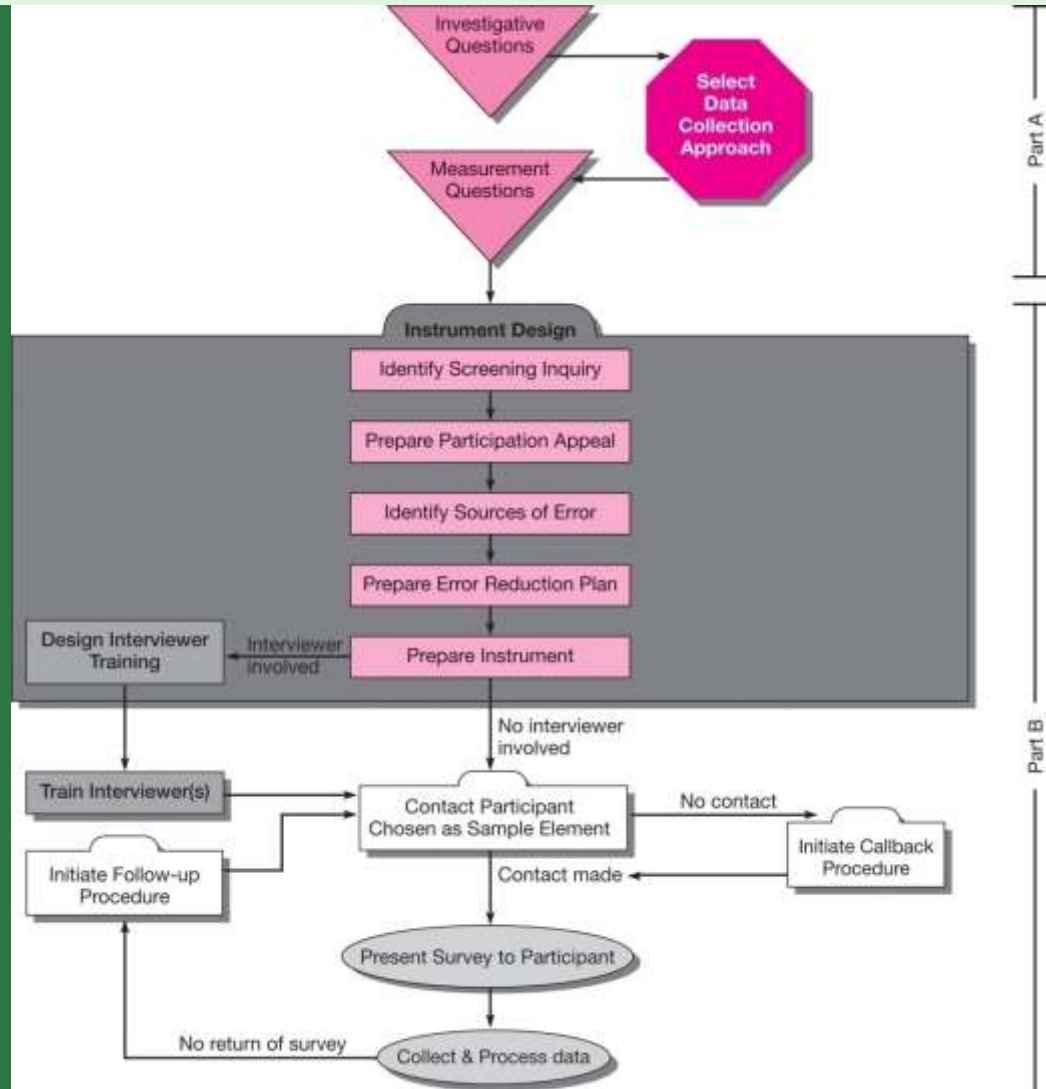


# Learning Objectives

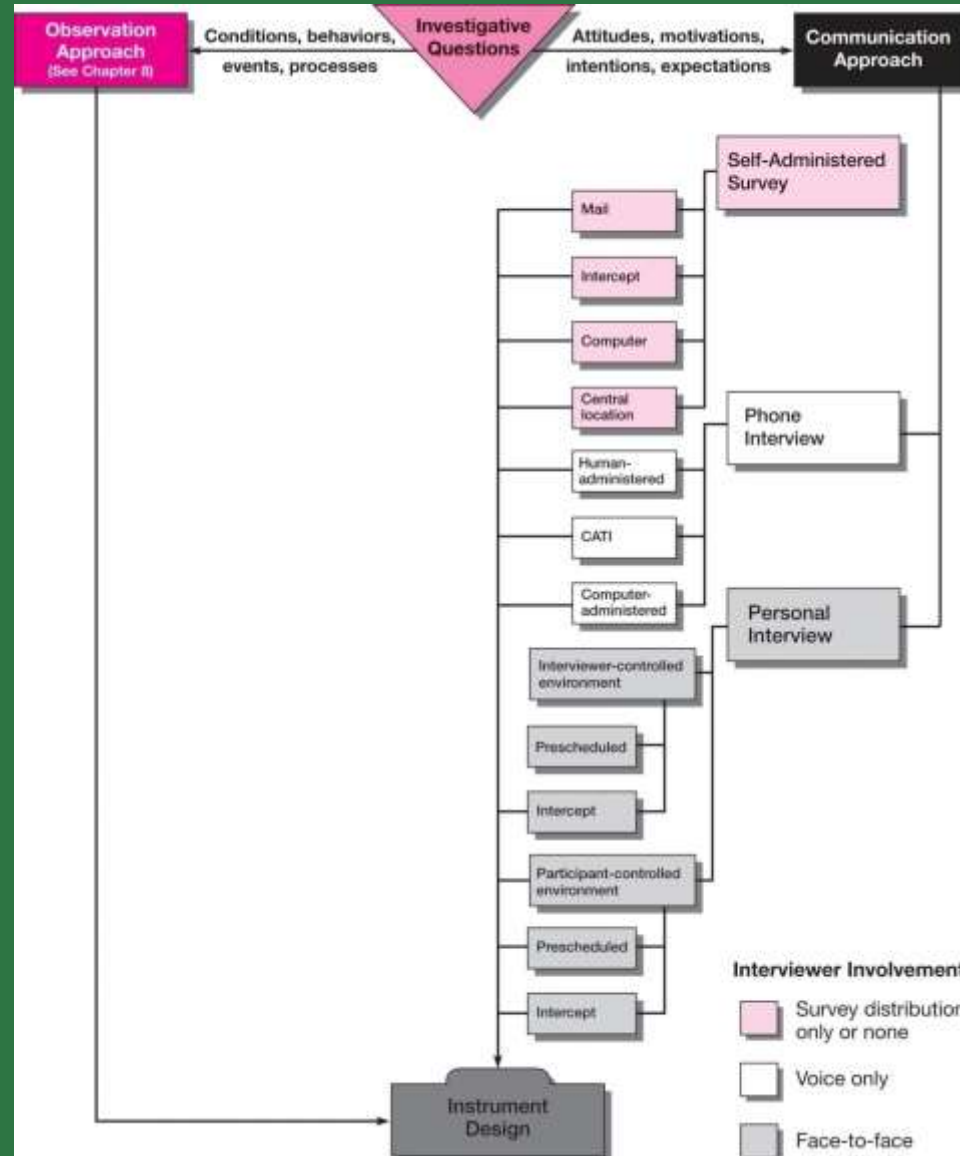
## Understand . . .

- The process for selecting the appropriate and optimal communication approach.
- Factors affect participation in communication studies.
- Sources of error in communication studies and how to minimize them.
- Major advantages and disadvantages of the three communication approaches.
- Why an organization might outsource a communication study.

# Data Collection Approach



# Selecting a Communication Data Collection Approach



# Communication Approach

## Strengths

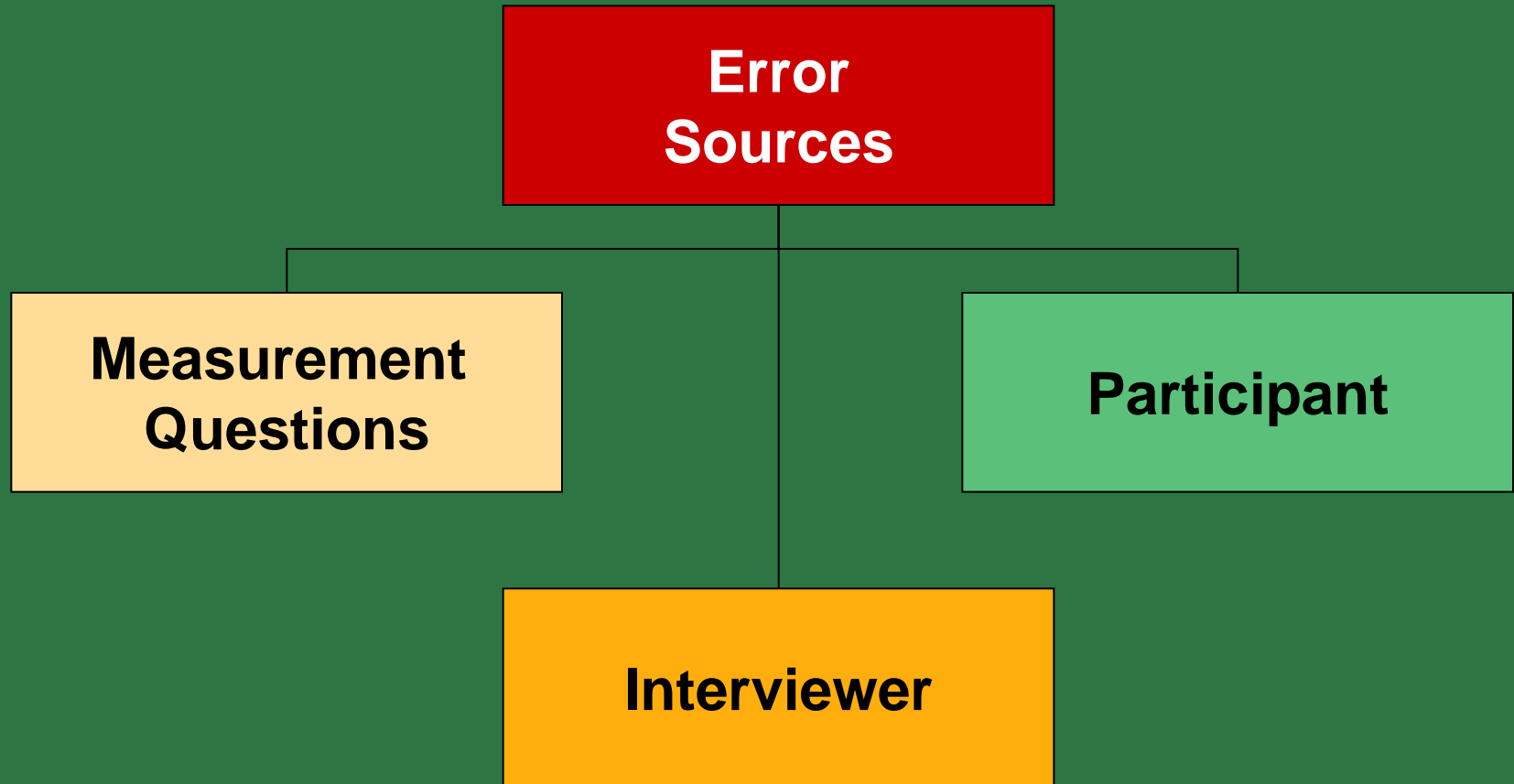
- Versatility
- Efficiency
- Geographic coverage

## Weaknesses

- Error
- Inaccessible populations



# Sources of Error





# Measurement Questions


- Wording of the question
- Interpretation of some words
- Jargons





# Interviewer Error

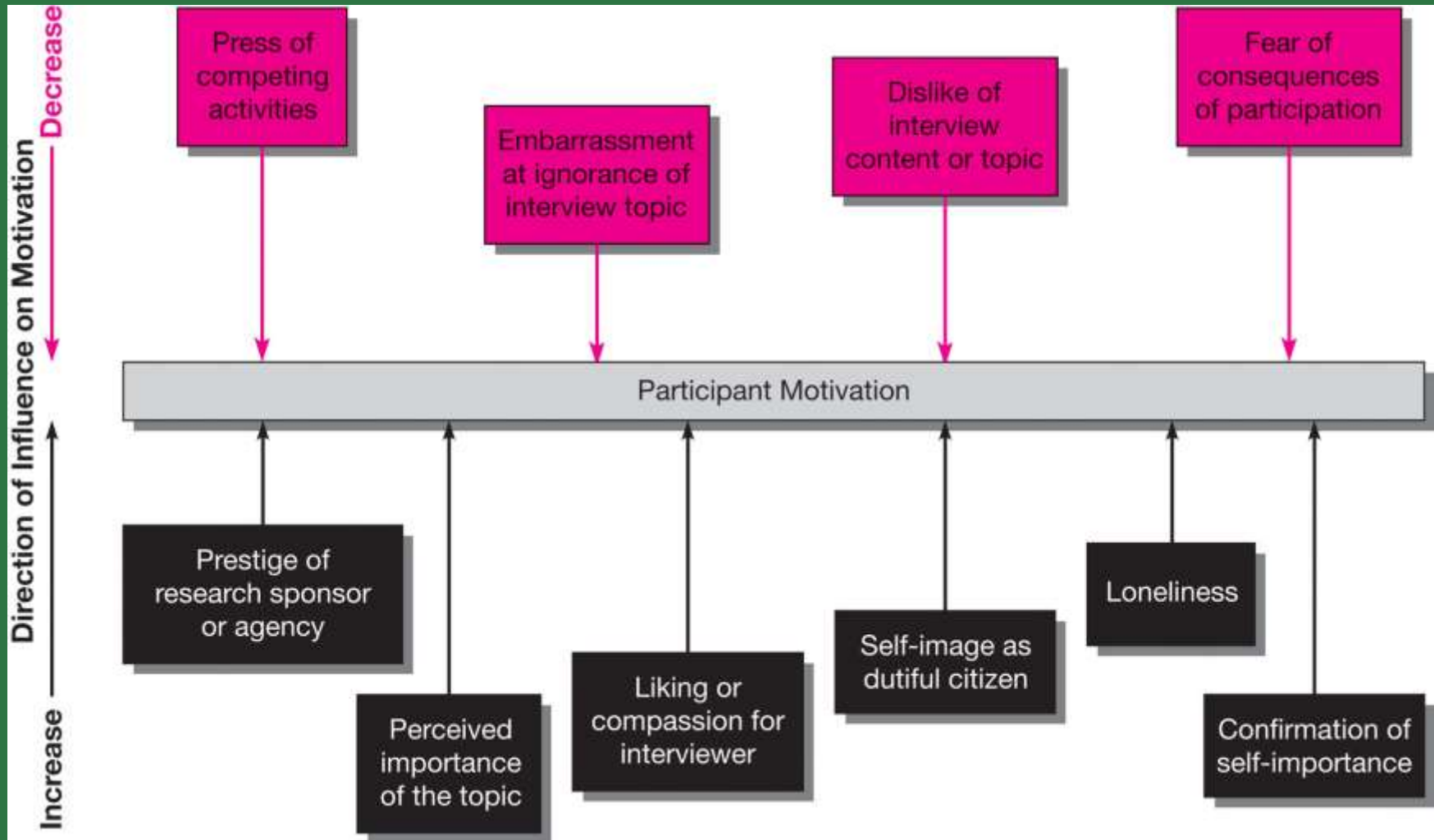
- **Sampling Error**
  - Failure to secure full participant cooperation
- **Data Entry Error**
  - Failure to record answers accurately and completely
- **Process Errors**
  - Failure to consistently execute interview procedures
  - Falsification of answers
  - Inappropriate influencing
  - Physical presence bias



# Participant Error

- Possess information targeted for
- Understand their role
- Adequate motivation

# Participant Motivation



# Response Terms

Noncontact rate

Refusal rate

Incidence rate



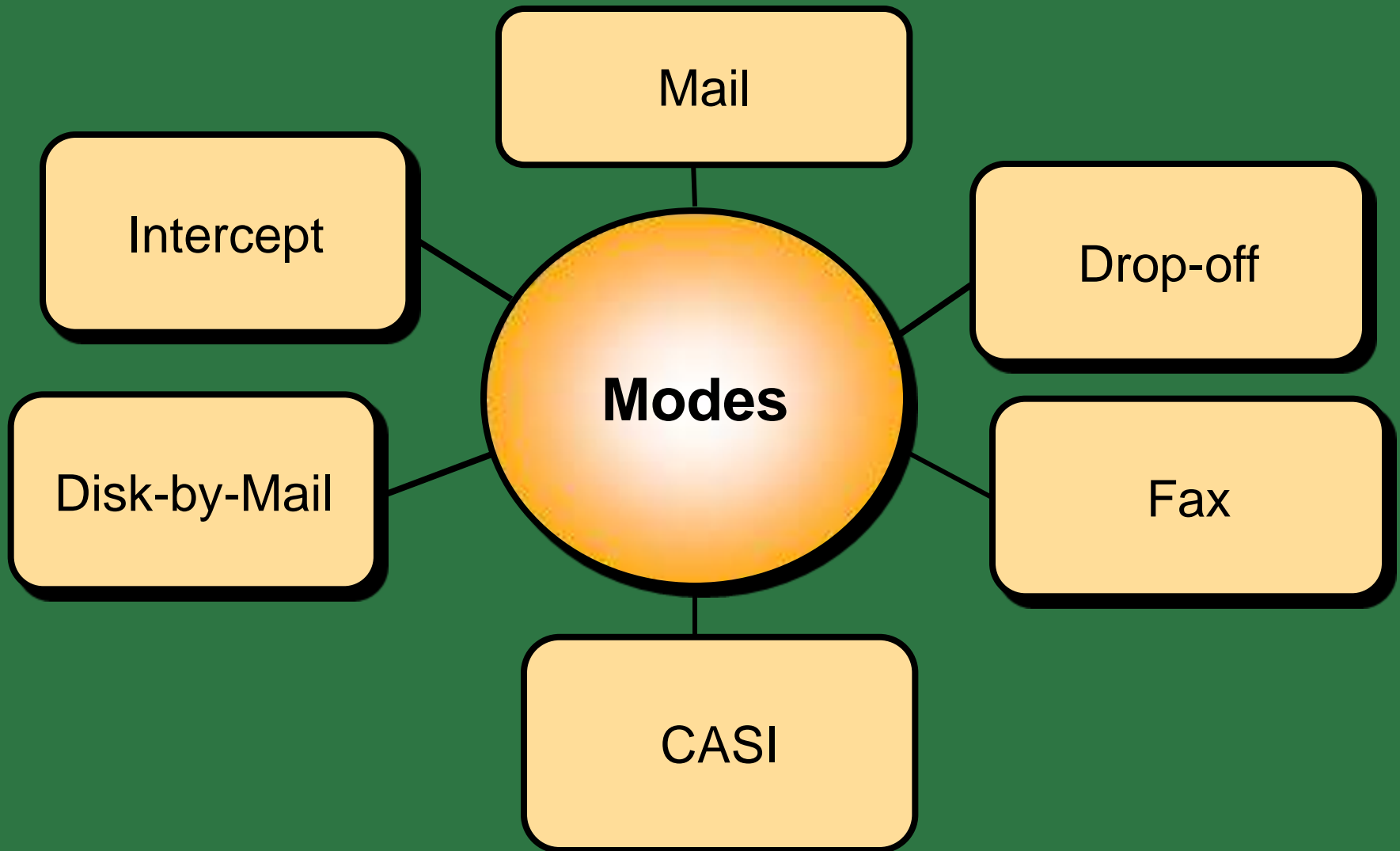
# Communication Approaches

**Self-  
Administered  
Survey**

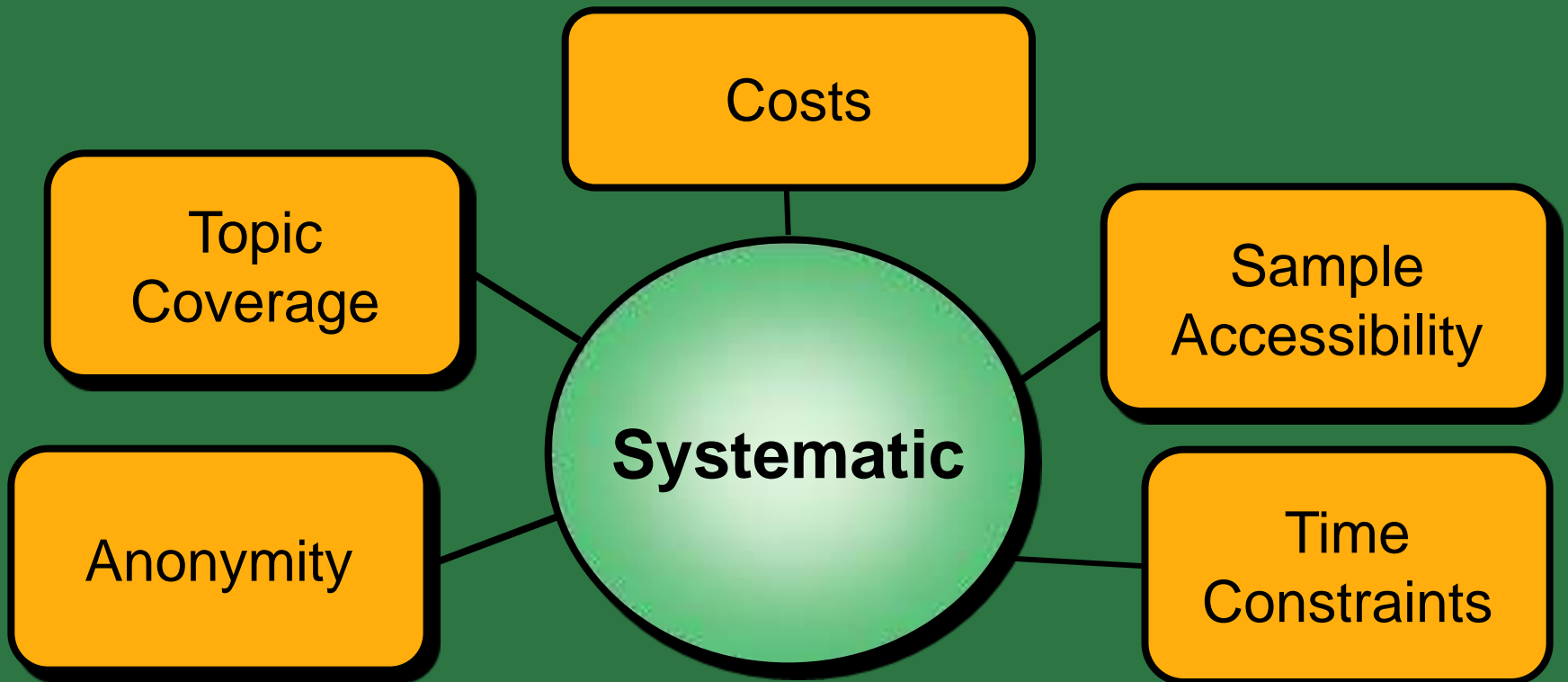
**Telephone  
Survey**

**Survey via  
Personal  
Interview**

# Self-Administered Surveys



# Self-Administered Surveys



# Advantages of Self-Administered Study

- Access inaccessible participants
- Incentives for higher response rates
- Lowest-cost
- Geographic coverage
- Minimal staff needed
- Perceived anonymity
- Reflection time
- Question complexity

- Rapid data collection
- Visuals possible
- Multiple sampling possible







# Disadvantages of Self-Administered Study

- Low response rates in some modes
  - No interviewer intervention
  - Cannot be too long
  - Cannot be too complex
  - Requires accurate list
- Skewed responses by extremists
  - Participant anxiety possible
  - Directions necessary
  - Need for low-distraction environment
  - Security

# Designing Questionnaires Using the TDM

Easy to read

Offer clear directions

Include personalization

Notify in advance

Encourage response



# Improving Response Rates

- Advance notification
- Reminders
- Return directions and devices
- Monetary incentives
- Deadlines
- Promise of anonymity
- Appeal for participation

# Options for Web-based Surveys

The diagram features a dark green background with a light green, jagged-edged starburst shape in the center. Inside this starburst are two colored boxes. The left box is light orange and contains the text 'Fee-Based Service'. The right box is a darker orange and contains the text 'Surveying Software'.

Fee-Based  
Service

Surveying  
Software

# Advantages of Surveying Software

- Questionnaire design in word processing environment
- Question and scale libraries
- Automated publishing to the Web
- Real-time viewing of incoming data
- Rapid transmission of results
- Flexible analysis and reporting mechanisms

# The Web as a Survey Research Venue

## Advantages

- Cost savings
- Short turnaround
- Use of visual stimuli
- Access to participants
- Perception of anonymity
- Access to data and experiences otherwise unavailable

## Disadvantages

- Recruitment
- Coverage
- Difficulty developing probability samples
- Technical skill
- System compatibility issues
- Possible self-selection bias

# Telephone Survey



Traditional

CATI systems

Computer-administered

# Advantages of the Telephone Survey



- Lower costs than personal interview
- Wide geographic coverage
- Fewer interviewers
- Reduced interviewer bias
- Fast completion time
- Random Dialing
- CATI



# Disadvantages of the Telephone Survey

- Lower response rate
- Early termination
- Higher costs if geographically dispersed sample
- Limited Interview length
- Inaccessible populations
- Limited complexity of scales

iPhone



Voice-over IP



# Survey via Personal Interview



The diagram features a dark green background with a jagged, light green starburst shape in the center. Inside this starburst are two overlapping shapes: a light orange pentagon on the left and a darker orange pentagon on the right. The left pentagon is labeled 'CAPI' and the right one is labeled 'Intercept'.

CAPI

Intercept

# Personal Interview Survey

## Advantages

- Good cooperation rates
- Interviewer can probe and explain
- Visual aids possible
- Illiterate participants can be reached
- Interviewer can prescreen
- CAPI possible

## Disadvantages

- High costs
- Need for highly trained interviewers
- Time consuming
- Labor-intensive
- Some unwilling to invite strangers into homes
- Interviewer bias possible



# What is important in this chapter?

- Types of communication
- Sources of error