


*SOCIOLoGY 201:*  
*Social Research Design*



19. Survey Research II

# Preview



- Review Workbook Assignments
- Interview Surveys
- Telephone Surveys
- CATI
  - Computer Assisted Telephone Interviewing
- Online Surveys
- Secondary Analysis

# *Interview Surveys*

- The role of the interviewer
- General rules for interviewing
  - Appearance and demeanor
  - Familiarity with questionnaire
  - Follow question wording exactly
  - Record responses exactly
  - Probing for responses
- Know all this as a consumer of surveys

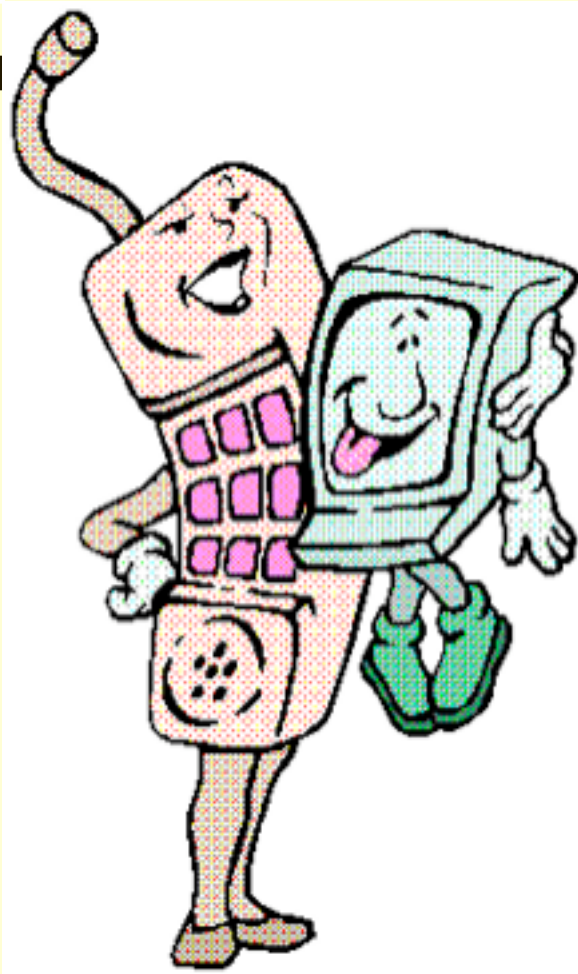


# Telephone Surveys



- History
  - Not highly thought of at first
  - Household interview expenses and refusals up
- Now quite respectable

# *CATI: Computer Assisted Telephone Interviewing*

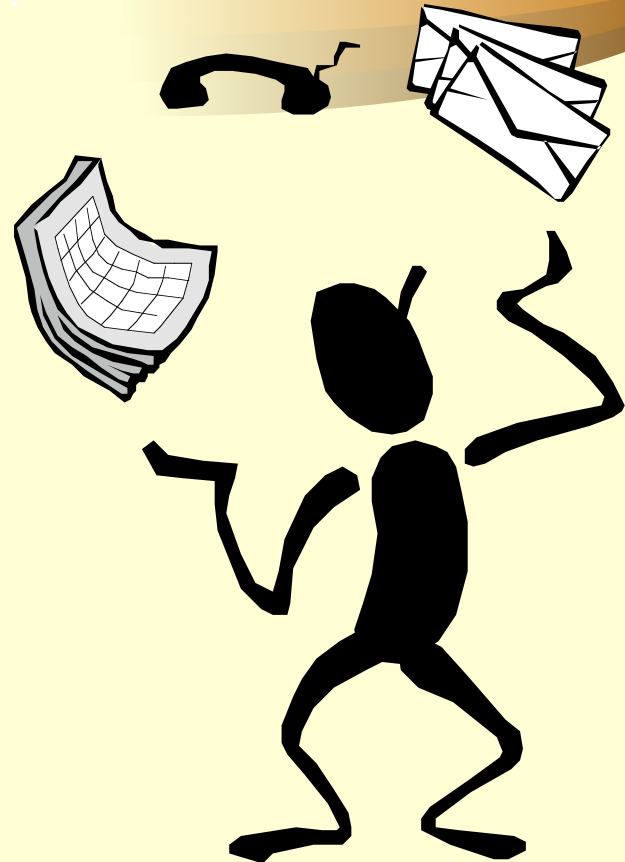


- Set-up
- Random Digit Dialing
- Asking questions and recording answers
- Data storage and analysis

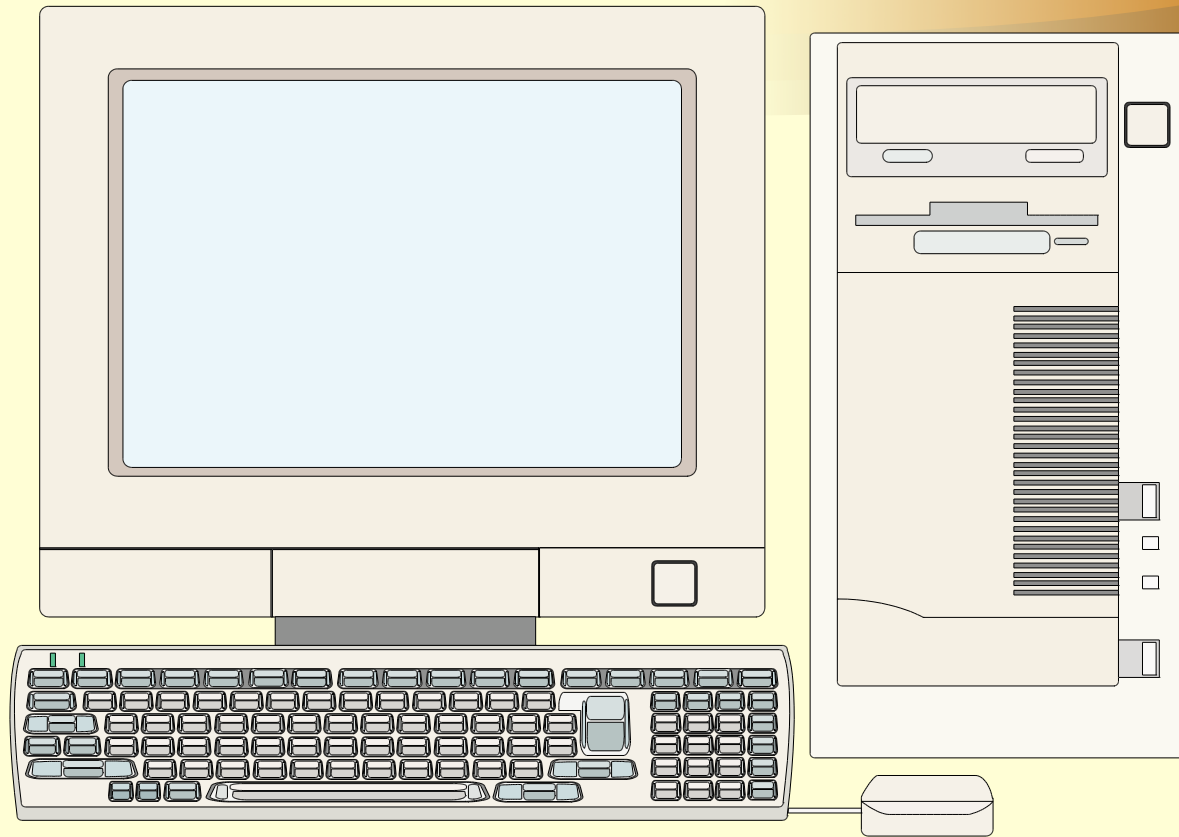
# Online Surveys

- Advantages
  - Cheap
  - Fast
  - Automatic data entry
- Disadvantages
  - Easy to say no
  - **Representativeness**
  -

- o Harris Poll Online: <http://www.harrisinteractive.com/>  
Weekly Poll  
Sample Survey
- o The Survey/Marketing Research e-Store:  
<http://www.streamlinesurveys.com/Streamline/estore/index.htm>
- o American Consumer Opinion: <http://www.ACOP.com>
- o Cogix: <http://www.cogix.com/>



# *Secondary Analysis and Data Archives*



Total = 14 slides

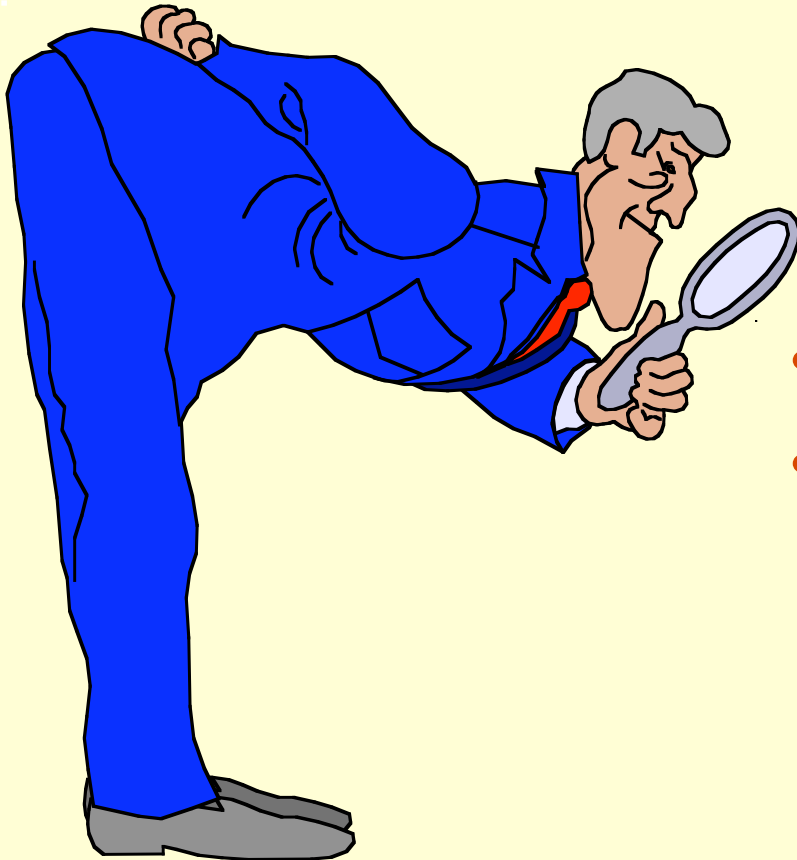
# *Preview Workbook Assignments*

- Field notes are taken as you observe.  
Don't be skimpy.
- Provide a summary of your conclusions.





# *Next Time*



- Field Research I
- Read Chapter 10