


SOCIology 201:
Social Research Design



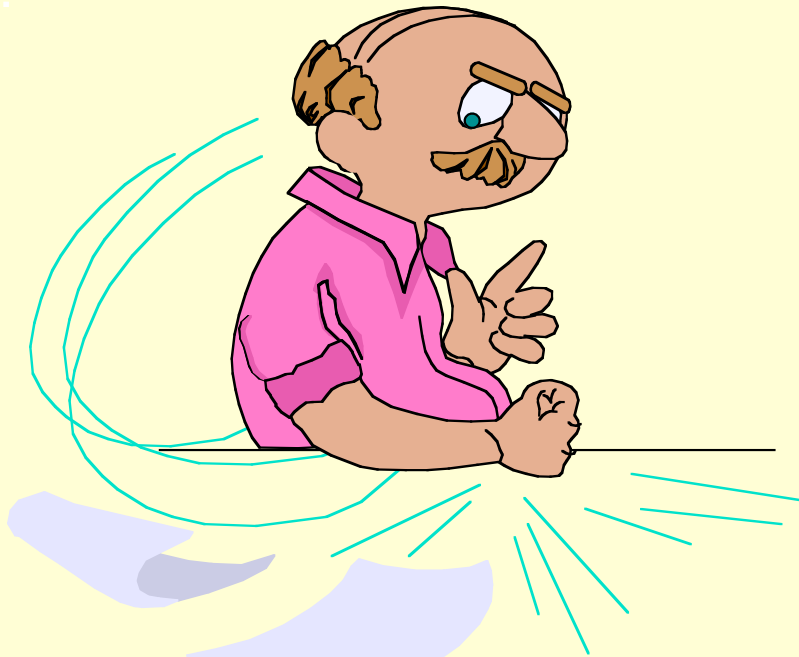
18. Survey Research I

Preview



- *Workbook assignment due:*
9.2(40 pts)
- Discuss opinions
- Introduction to
Survey Research
- Self-administered
surveys

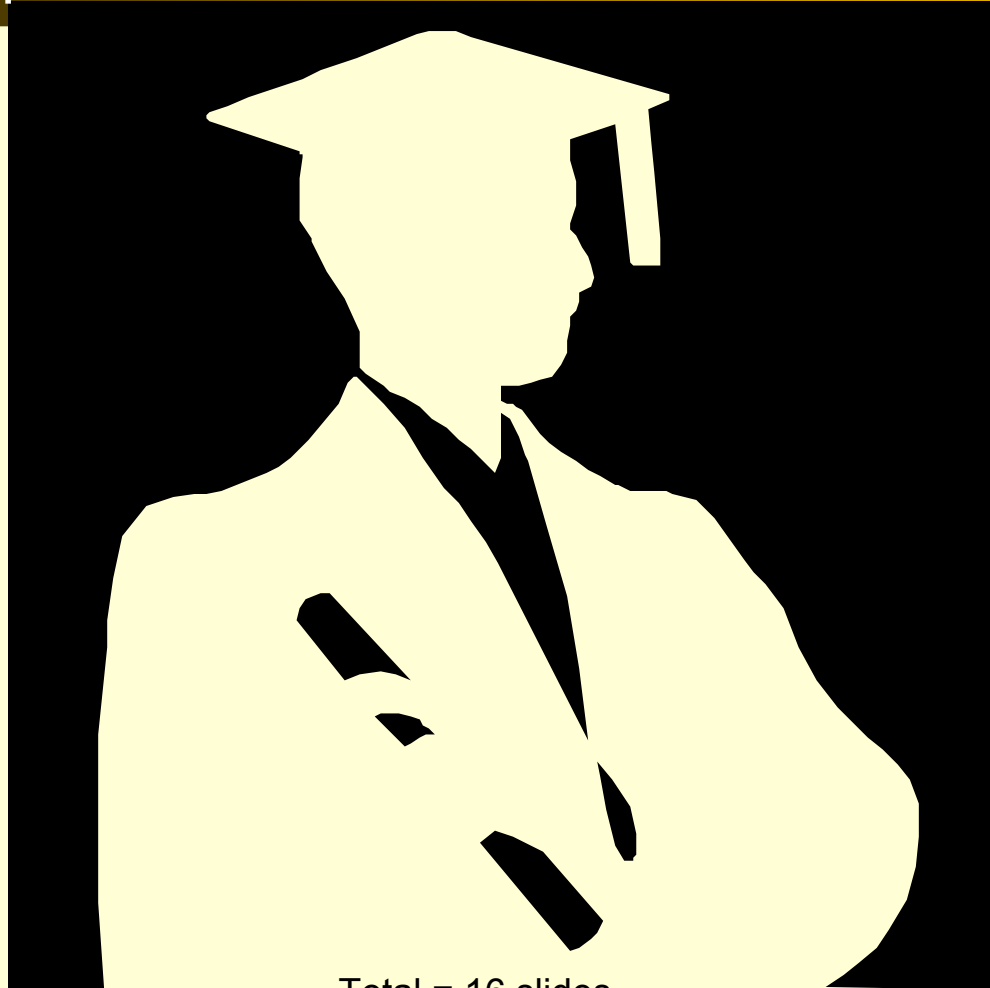
Discuss opinions--recall video



- Abortion, capital punishment, marijuana, Iraq, Haiti, Boris Yeltsin, Oliver North, the Reverend Sun Myung Moon, Newt Gingrich, Nelson Mandela, Ross Perot, Whitewater, the causes of the Challenger shuttle crash, and who killed John F. Kennedy

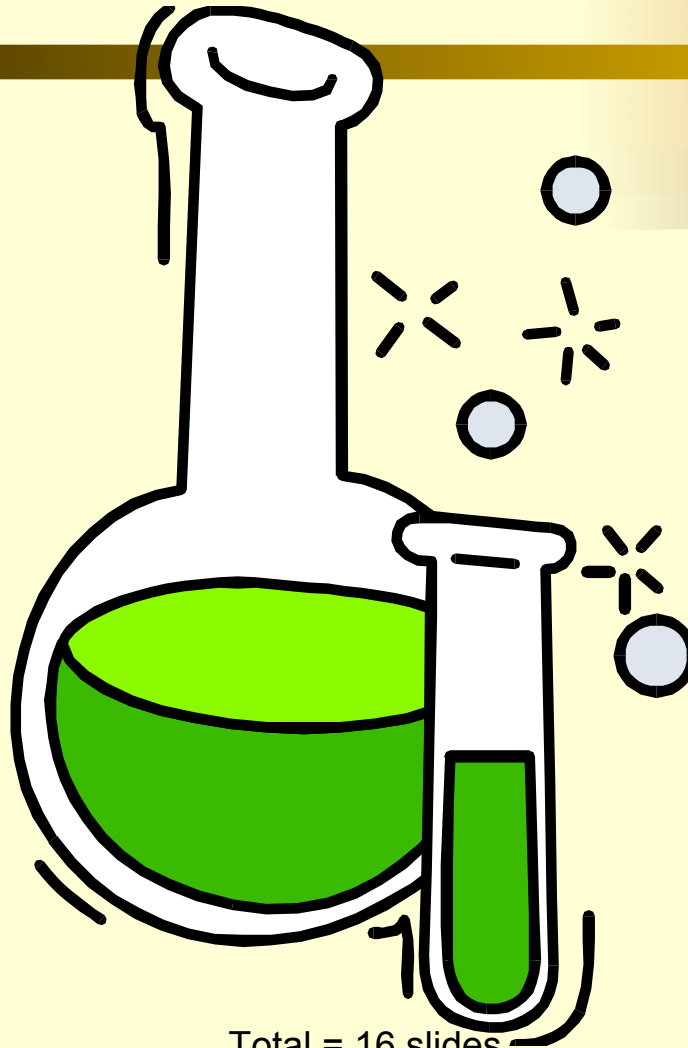
How did you form opinions on topics like these?

Socialization at Harvard/Berkeley



Total = 16 slides

Australian frozen embryos



Total = 16 slides

Beatles:

- "Nowhere Man
- Doesn't have a point of view"



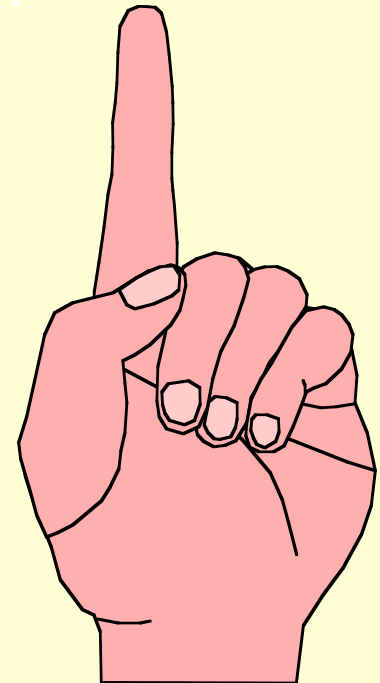
Introduction to Survey Research

- Ancient
- Polls
- Census



Recall Chapter 6 guidelines

- Questions and statements
- Open-ended and closed-ended questions
- Make items clear
- Avoid double-barreled questions
- Respondents must be competent
- Questions should be relevant
- Short items are best
- Avoid negative items
- Avoid biased items and terms



Contingency questions

Have you ever been abducted by aliens?

- Yes
- No

If yes: Did they let you steer the ship?

- Yes
- No

If yes: How fast did you go?

- Warp speed
- Weenie speed

Total = 16 slides

Matrix questions

	Strongly Agree	Agree	Disagree	Strongly Disagree	Undecided
Sociology 201 is wonderful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sociology 201 should be required for all Chapman students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sociology 201 should be required for all college students everywhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sociology 201 should be required for all human beings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thumper and Bambi should have to take Sociology 201.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Group Work



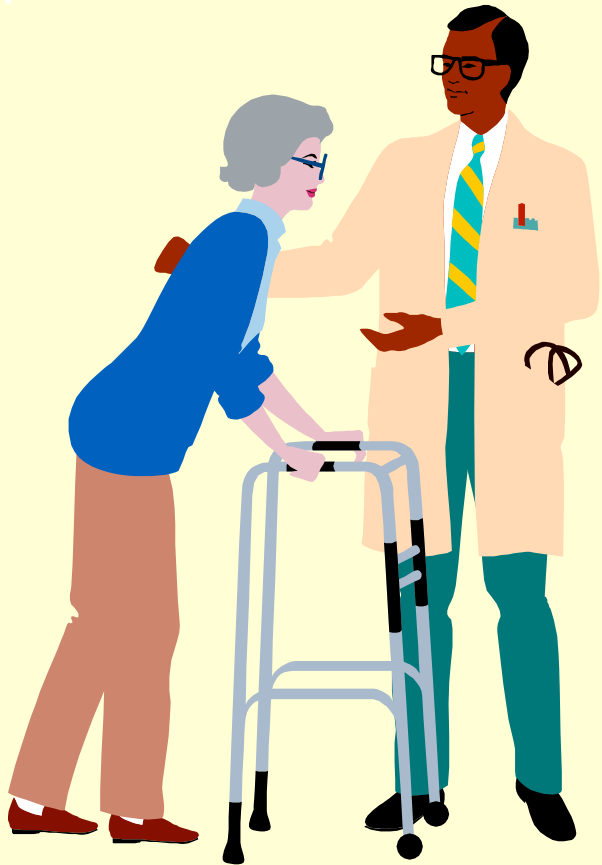
- Think of a topic relevant to Chapman students
- Write a survey question that would elicit the information you want.

Self-administered questionnaires

- Fill out in class or similar setting
- Deliver and/or pick up
- Mail distribution and return
- Monitoring returns
- Follow-up mailings
- Acceptable response



Example: Medical faculty study



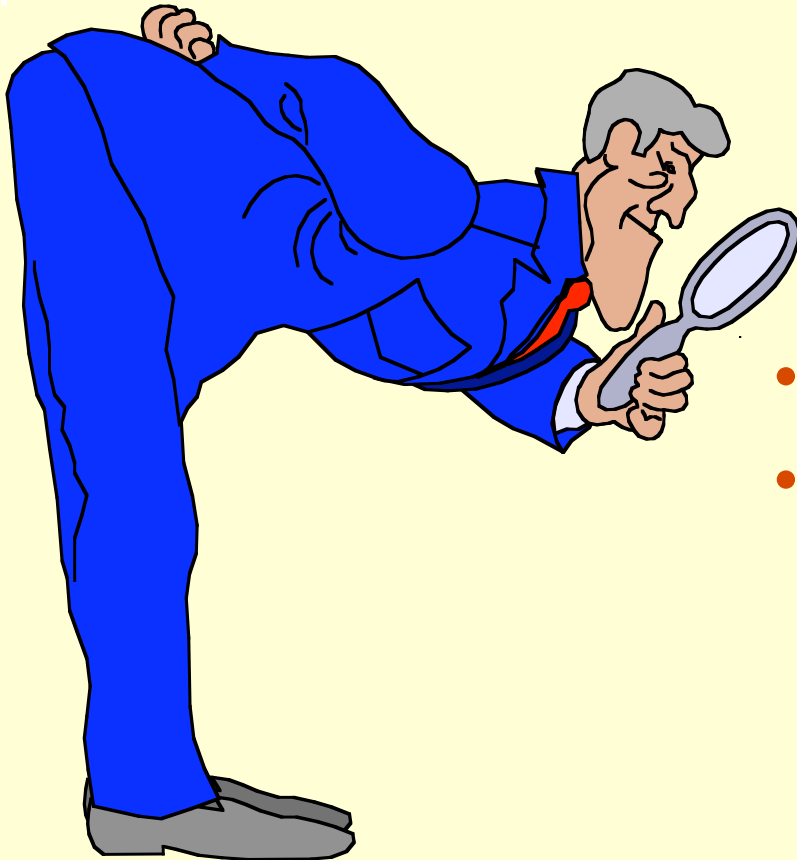
- Discussed this previously in terms of sampling
- Fold-over instrument
- Postcard follow up

UH student survey

- Also discussed in terms of sampling
- 6 mailing labels
- 2 follow ups
- Later tried a double folding cover
 - Didn't work very well



Next Time



- Survey Research II
- Review Chapter 9