WEB PAGE FOR CHAPTER 20

MULTIPLE CHOICE QUESTIONS

1   An advantage of survey research is that:
   (a)   cause and effect evidence is produced
   (b)   random samples of national populations can often be selected
   (c)   e researcher can be certain that the results are not biased
   (d)   drop out can be prevented

2   Observer bias may be reduced by:
   (a)   using video or audio tapes
   (b)   carefully structuring an interview guide
   (c)   reducing the amount of inference required of the observer
   (d)   all of the above

3   The goal of data collection tools used in survey research is to:
   (a)   collect non-quantified data
   (b)   gather as much data in as short a time as possible
   (c)   obtain standardized information from all subjects in the sample
   (d)   collect information that will prove to be significant

4   The most commonly used instruments for data collection in survey research are the:
   (a)   questionnaire and standardized test
   (b)   questionnaire and individual interview
   (c)   individual interview and situational testing
   (d)   standardized testing and interviewing

5   The first step in conducting a questionnaire survey is to:
   (a)   select the sample
   (b)   define the population from which the sample is to be
   (c)   list the objectives to be achieved by the questionnaire
   (d)   construct questionnaire items

6   The most basic consideration involved in selecting subjects for a questionnaire study is the:
   (a)   size of sample
   (b)   identify the group that has the desired information
   (c)   define the method for data collection
   (d)   identify the data analysis technique

7   Compared with mail questionnaires the principal advantage of the personal interview is:
   (a)   low cost
   (b)   depth of information collected
   (c)   objectivity
   (d)   high reliability of information collected

8   It is good interview technique to:
   (a)   ask leading questions
   (b)   avoid engaging in small talk
   (c)   cross-examine subjects if they seem evasive
   (d)   make sure respondents appreciate the purpose of each question

9   Face-to-face interviewing is essential when:
   (a)   the samples are accessible
   (b)   the interview schedule consists of closed questions
   (c)   the samples are highly motivated to be involved
   (d)   the interview schedule consists of open questions

10 A cross-sectional survey involves:
    (a) multiple contact
    (b) all groups tested or interviewed on the same occasion
    (c) a before-and-after study
    (d) only two interview occasions

11 The major difficulty with a longitudinal survey is that:
    (a) the sample may become biased as it becomes smaller over time
    (b) it is costly
    (c) the investigators may lose interest over the time period
    (d) the results become outdated

12 The acquiescence response set means that:
    (a) the respondent feels obliged to answer
    (b) the respondent tends to agree with the interviewer
    (c) the interviewer tries not to upset the respondent
    (d) the interviewer insists the respondent answers the question

13 The expectancy effect means that:
    (a) the interviewer must demand an answer
    (b) the respondent believes all answers must be correct
    (c) the interviewer provides the expectancy that the respondent will answer
    (d) the respondent gives the interviewer the answer they think the interviewer wants

SPSS ACTIVITY

Access SPSS Chapter 19 Data File A.   This is the file you used in the previous chapter.
1 Devise some hypotheses that relate some of the demographic data to the attitude scale as a whole and to scale items individually. For example, you could:
    (a) apply crosstabs to determine whether there is any association between categories of nominal variables and response categories on scale items (you might wish to determine whether different political views or TU membership show any association)
    (b) apply tests of differences to determine whether there are significant differences in mean attitude score toward trade unions between genders, or work status, for example
    (c) undertake a simple linear regression to determine the ability of the variable age to predict attitude score

Devise some more hypotheses and test them.

CLASS DISCUSSIONS AND ACTIVITIES

1 Devise a short survey questionnaire to find out what students in your college or university think about some issue (for example: local public transport services, smoking in public places, or some current government policy, etc). Apply it to a sample of students and code their responses. Do a simple analysis on SPSS producing descriptive statistics, and using a categorical grouping variable like *gender, year group, faculty*, etc. to test for differences or associations in question responses using, as appropriate for each particular question, chi square or ANOVA. Include an open-ended question and attempt some simple content analysis looking for some major themes. Write a brief report.

2 Here are some answers employees gave to an open-ended question: '*Why do you like working for this company?*' in a survey of employee satisfaction. Construct a coding system in terms of which the answers can be grouped. (This question could of course have been also written in the format of a closed question with categories listed for ticking. This would have made scoring and coding easier but may have not included all the categories that can be devised from the richness of an open-ended response.)

Responses to be coded.

1.   They offered a good salary when I was offered the job. I would have been a fool to turn it down.
2.   I needed a job – any job – so I suppose I am grateful for that.
3.   There is an annual bonus which comes in handy for the annual holidays.
4.   I get longer holidays here than in my previous job.

5. *It is a friendly company; the supervisors are pleasant and you can get on with your work without being hassled all the time.*

6. *It keeps me out of the way of the wife and kids. It is a pleasure to get out of the house on a Monday morning after the weekend at home. Coming to work is therapy.*

7. *The company has good benefits such as superannuation, sick pay and a creche. They really do think about the employees here.*

8. *Most of my friends work here so that we have a good group atmosphere and I can chat with them at breaks and lunchtime.*

9. *There is no union at the company so we have no real effective way of registering any grievance. The company tries to see itself as a benevolent parent by providing what it thinks we need but never asks us our opinion.*

10 *I was sent by the job search firm I consulted. I had been unemployed for two years and was getting desperate. The job isn't exactly at my level but it is better than nothing.*

11. *They have good employee relations here. When my wife was very ill last year, I had permission to visit hospital during work time and when she first went home they gave me a week's paid sick leave so I could look after her.*

12. *The company offers above the rate wages to its workforce.*

13. *I have had opportunity for promotion as they try and retain staff who know the job and do it well. It's in their benefit I suppose not having to train new people as others leave to get promotion.*

14. *The job keeps me occupied. I don't really enjoy it but when I was unemployed I found time hung heavy on my hands so it is better to do something.*

15. *Although it is a company that looks after you, it requires your total commitment too. If there is a rush on you are expected to help out even after hours.*

See below for a possible coding scheme

3   You are aware that the open plan office is a relatively new work context. You have been asked to survey the feelings of a group of employers towards this new context. A set of survey questions needs designing. Divide into groups with each group preparing a short survey that might be given. Each group should present its survey form and allow other groups to comment on the questions (e.g. wording, layout, sequencing, relevance, etc.).

4   Referring to question 3, a colleague advises that the survey should also include some questions to determine the employees' knowledge and experience of an open work situation. Why is this suggestion valuable?

5   What are the advantages and disadvantages of the telephone survey?

6   In groups discuss the advantages and disadvantages of the following survey procedure. What aspects would you change?

The researcher spent several nights writing out a set of survey closed response questions concerning the local bus services The researcher left a pile of survey forms at three main bus terminals by the ticket office where they could be picked up. An address at the end of the form indicated to where the completed forms should be returned.

7   Discuss how would you create a friendly relaxed context for a face-to-face interview?

8   A large shopping mall undertook a complete renovation. To obtain customer reaction to the changes, the management of the only supermarket in the mall placed a short questionnaire in the shopping bags of customers when they paid at the till. Comment on this in groups and share your views.

GROUP ACTIVITY   Improving A Survey Questionnaire -   Pick the errors in this survey.

Background: This dummy questionnaire containing deliberate faults was designed to collect data on the job satisfaction levels of workers in a large business company.

Qwuestionaire

Gender: Male $_1$ Female
Years at present job: 1st 2nd 3rd
Employment Type: Full-time   Part-time
Age: $\langle$ 30 Greater than 30

Why do you like working here

Please rank the following in terms of their importance to you at your job.
a. Income   b. Closeness to home c. Employer Praise   d. Level of responsibility given e. Challenging work

How important are each of the following to you in your current job?
   a. Income   Very NB   Quite NB   Not very important Not at all important
   a.   Friendliness of fellow workers
   b.   Hours of work
   c.   Opportunities for promotion
   d.   Opportunities for doing overtime
   e.   Attitude of supervisors

To what extent do you agree with the following statements?
   a.   My work is great   SD   D   N   A   SA
   b.   My boss is fair and hard-working
   c.   How many hours do you work?
   d.   Women should get access to childcare at work
   e.   Fellow workers are friendly
   f.   My pay does not adequately cover my expenses
   g.   My supervisor praises good work

Have you considered changing to another job in the future?   Yes   No
Do you like my questionnaire?   Yes   No

   Ta for doing it for me

Group Discussion Questions:
   (i)   What errors are there? How could the questionnaire be improved? Produce your version.

   (ii)   What hypotheses could be tested from the collection of data from your improved version?

ANSWERS TO MULTIPLE CHOICE QUESTIONS

1 (b), 2 (d), 3 (c), 4 (b), 5 (c), 6 (b), 7 (b), 8 (d), 9 (d), 10 (b),   11 (a), 12 (b), 13 (d).

CODING SCHEME FOR QUESTION 2.

It possible to code in a number of ways but one simple one is:
1 = Salary; 2 = other benefits except salary; 3 = work context; 4 = any job will do. These could be further divided, e.g. with code 2 spawning other codes. for superannuation, and for sick leave.

Resources

Eighty20.com.au Useful for practising analysis of data. Contains the latest (1996 and 2001) Census and exclusive Business data in an easy-to-understand format for Australia as a whole, right down to postcode and Census Collector Districts (groups of 200 households).

Opinio is a comprehensive system to create, publish, analyse and maintain surveys. With java/servlets at its base, it is a platform independent, robust and scalable survey system. Opinio is designed to be:
- *Platform/OS independent*. The use of Java/servlets makes this possible.
- *Database independent*. All database interaction follows ANSI standard. It is easy to use other databases.

- *Client independent.* The administration module is designed as a web-based interface, but the survey module is designed to handle any type of client. A web-based survey module has been implemented, and new client types will be added soon (WAP, PDAs, email, phone, etc.).
- *Language independent*. New languages are very easy to add.

Opinio stores all its information in a central database; surveys, responses to surveys, admin users and access rights – all stored in one single place. Opinio does not require a specific database engine. Oracle, MS Sql server, Hypersonic SQL, and MySql are supported, and more will be added.

Try www.surveypro.com. Use the software to design a questionnaire to obtain student evaluations of facilities and services on your university campus.

Survey Builder at www.surveybuilder.com   helps you develop a web survey.

SPSS Data Entry Builder at www.spss.com enables you to construct and deploy customized surveys on the Web or on paper and save data to a file accessible by password.

Perseus Development at www.perseusdevelopment.com has a programme that handles open ended as well as multiple choice items. Their questionnaire wizard provides flexibility for skip patterns.

Websurveyor at www.websurveyor.com enables you to create.

CASS in the UK has a large survey question bank which is freely available at www://qb.soc.surrey.ac.uk

Leximancer is a new content analysis tool that can be viewed at www. Leximancer.com/cms/

Additional reading

These journal articles will extend your knowledge of internet surveying:

Gardner, K. (2007) Conducting your Ph.D. via the Internet. *The Psychologist*, 20, April, 232–233.

Kraut, R., Olsen, J. and Banaji, M., (2004) Psychological research online. *American Psychologist*, 59, 105–117.

Resources

Some useful software packages and programmes to aid Internet surveying:

1   www.surveymonkey.com

2   www.psychdata.com

3   www. Psychdesign.com

Collect some questionnaires from areas in which you are interested for future reference . You will come across useful features and can adapt and modify questions to suit your needs.