

Speaking Notes
PADM 5502
Dr. Neubauer

WHERE WE ARE

- This is our fourth class meeting.
- If you did not complete Discussion Forum 1 please do so.

REVIEW

Last week during our online class I showed you a survey research instrument by a student several years ago. It is not perfect, but it is good.

http://www.robertcat.net/fall2018/padm5502/site/sample_survey_move.pdf

NEW MATERIAL TODAY

Please realize that there is a lot of thought and work involved in writing a good survey research instrument, especially if the purpose is to test hypotheses.

For the next several weeks I will teach you these things.

The Activity assignment later in this semester will be the summation of your abilities to do these things. Each of you must do a unique survey research project and get my prior approval for your work. Here, again, is the draft of that assignment, due Nov. 6.

PLEASE REALIZE that this is not the same as the form required in preparation for the Capstone course. It is a different assignment and is part of PADM 5502. This is not a requirement to actually complete a research project including all the parts of a survey research project. It is a requirement to do the parts of a survey research project, up to and including the creation of a formal survey research instrument relevant to an applied survey research project that is well designed, well written and has a professional appearance. You can think of this as a proposed survey research project.

The subject of this proposed research project CAN be the same as the subject of your secondary research project in the Capstone course, but it does not have to be. It may be better to select another subject area for this assignment to not confuse the two requirements. Submit this assignment in GeorgiaVIEW on or before the due date.

Complete this form using Microsoft Word by typing into the boxes below. Continue typing to expand the box as needed.

1. Your name

2. What kind of public administrator might have reason to conduct this proposed research and why? For example, the administrator of a city or the chief executive of a particular kind of nonprofit organization.

3. Subject area of the survey research proposal.

4. ONE or two independent variables.

5. At least eight independent variables including the usual demographic variables.

6. As many reasonable hypotheses as there are combinations of one independent variable and one dependent variable, written as taught in this course. (In other words, eight to sixteen hypotheses, including null hypotheses.)

7. Appropriate use of filter questions and contingency questions as may be needed.

8. Proper measurement of variables at the nominal, ordinal and interval levels of measurement.

9. Correct and appropriate use of Likert type items in your survey instrument.

10. An appropriate title on your survey instrument.

11. An appropriate "informed consent" and instructions on your survey instrument.

12. Ideal selection of sampling strategy given likely circumstances and given the identified population of interest.

13. Any risks to subjects that you anticipate may be of concern to an institutional IRB. Include how you could mitigate those possible risks.

14. Your actual paper-based survey research instrument beginning on the page following this item.

This is not just about gathering and reporting descriptive information, sometimes called descriptive statistics. It is about UNDERSTANDING the WHY behind some public preference of other variable(s).

The “thing” you are trying to understand is called the/a DEPENDENT VARIABLE.

People’s attitudes regarding the consequences of global warming is an appropriate independent variable for social science research.

But if you want to understand the physical facts of whether global warming is real, you do not survey people asking their opinions, feelings, or attitudes. You measure things in the environment, like the temperatures of the oceans.

This course is about social science research. People’s attitudes are important and they are facts. But they are not physical facts.

Let’s start today kind of from the top of Jessica’s survey instrument from several years ago. I am assuming use of a paper-based survey, although these things translate into other media formats.

TITLE – It should be short, descriptive and honest. It sets the mental frame of the people you are asking to answer the questions. (We will come back to study SAMPLING STRATEGIES later.)

“INFORMED CONSENT” – In medical research, this is technical and legalistic. I am using the phrase here in a less technical sense. Is this voluntary? Is this anonymous? Who is doing the research? Is this confidential? What is the purpose? How long will it take?

(Realize that an IRB (Institutional Review Board) will be very concerned about possible risks to human subjects. They will want to avoid possible lawsuits. If there is risk, they will weigh the factors before making an approval or not.)

THE USUAL DEMOGRAPHIC QUESTIONS – “Demographics” include age, sex, race, education and income. You don’t always have to ask them. It depends. They can be difficult to measure. Education and income are not the same variable. Do not “require” answers. Anticipate difficulties in using the measures of income, for example. These may be INDEPENDENT VARIABLES in your research design. OPERATIONALIZE them with that in mind.

The rest of the items in your survey research instrument are probably designed to measure your dependent variables. You may have multiple dependent variables. Each dependent variable is likely to be measured via several items in your survey instrument.

Think about the ORDER in which you present the items. Keep it simple and don’t confuse the people.

For our purposes, the length of the survey should be similar to Jessica's survey.

Use simple language that people can understand.

Measure what is actually "there." Don't use the survey as a means of trying to reshape people's beliefs, attitudes, or opinions.

Don't "poison the well" for other researchers.

Don't be deceptive. It should be necessary to be deceptive for the kinds of research done for purposes of public administration.

Be alert for IMPLICIT BIAS. Your "jargon" may be loaded with your way of seeing things. The words you use in asking a question can shape the responses of others. Don't use survey research as a political weapon.

Consider using at least one OPEN ENDED question. It may produce insights you have not thought to consider.

Finally, THANK the respondents. If appropriate, let them know how to reach out to you.

LEVELS OF DATA

Which of the questions below are asked at the NOMINAL level of data?

Which of the questions below are asked at the ORDINAL level of data?

Which of the questions below are asked at the INTERVAL level of data?

(RATIO level data is interval with a natural 0.)

Can age be asked at the ORDINAL level of data?

How?

Can age be asked at the INTERVAL level of data?

How?

If age is asked at the ordinal level, can the resulting data be "upgraded" to the interval level?

If age is asked at the interval level, can the resulting data be "downgraded" to the ordinal level?

Why might you want to ask the age question at the ordinal level of measurement rather than at the interval level of measurement?

Survey on Attitudes Toward Economic Relocation

This survey is research being conducted by a graduate student at Albany State University. The purpose of the survey is to better understand under what circumstances people are willing to move from a community. Participation in this research is voluntary. If you choose to participate you can skip any question(s) you may not want to answer. Please mark your answers and do not put your name on the survey.

1. For how many years have you lived in Albany, Georgia? _____ years
2. Please indicate your gender.
 Female Male
3. Please indicate your age.
_____ years
4. Please indicate your marital status.
 Single Engaged Married Divorced Widowed
5. How many children are dependent upon you? _____
6. How many adults live in your household? _____
7. How many dependent children live in your household? _____
8. Please indicate your household's approximate annual income a year. \$_____
9. Please indicate highest level of education.

<input type="checkbox"/>				
High School	Technical Degree	Bachelor Degree	Master's Degree	Doctorate Degree
10. Are you presently employed? yes no

11. If yes to the question above, how secure do you feel your job is?

- my job is very secure
- my job is fairly secure
- I am concerned about possible job loss.

Please indicate your agreement or disagreement with each of the following statements:

12. I feel attachment to Albany, Georgia.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

13. If I had to leave Albany I would miss being in Albany very much.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

14. I could leave Albany without much missing being in Albany.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

15. I have many close personal friends in Albany.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

16. I feel strongly attached to Albany because I have family members here.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

17. If unemployed I would move elsewhere if necessary to find work.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

18. If I were to become unemployed I would do everything possible to find local employment rather than moving from Albany to find employment.

Strongly Disagree Disagree Undecided Agree Strongly Agree

19. I have skills that employers value highly.

Strongly Disagree Disagree Undecided Agree Strongly Agree

20. I frequently communicate with others online to keep in touch.

Strongly Disagree Disagree Undecided Agree Strongly Agree

21. Talking to loved ones on the telephone is an adequate substitute for talking with them in person.

Strongly Disagree Disagree Undecided Agree Strongly Agree

Please answer the following question if you are buying the home that you now occupy in Albany.

22. It would be difficult for me to leave Albany because I am buying a house here.

Strongly Disagree Disagree Undecided Agree Strongly Agree

Please answer the following question if you own a business in Albany.

23. It would be difficult for me to leave Albany because I own a business here.

Strongly Disagree Disagree Undecided Agree Strongly Agree

Thank you for participating in this research project.