

Speaking Notes  
PADM 5502  
Feb. 20, 2019  
Dr. Neubauer

#### WHERE WE ARE

- Assignment 2 is due in GeorgiaView on Feb. 24.
- I need to prepare the midterm exam. soon and distribute it to you. It is due in GeorgiaView on March 3.

#### REVIEW

##### **Overview of Process:**

Have a reason to do survey research.  
Visually model the proposed research.  
Identify hypotheses, if any.  
Identify population of interest.  
Identify concepts relevant to hypotheses  
Operationalize concepts as items.  
Create the survey instrument.  
Pretest the instrument.  
Select a sample and ask people to participate.  
Collect data.  
Code , enter and clean data.  
Derive descriptive statistics.  
Use appropriate statistical methods to test hypotheses.  
Interpret and report findings.



Source: Billy Harthorn  
Wikipedia.org

#### SOME OF THE COMMON MISTAKES MADE IN THE DESIGN OF SURVEY INSTRUMENTS

Asking items for no particular reason.

Failure to operationalize needed concepts.

Sloppy design. Failing to use FILTER QUESTIONS to avoid asking unnecessary questions.

Misspellings and other evidences of lack of professionalism.

Crowding too much on a page – failure to use white space on paper correctly. Very small fonts. Poor use of colors.

Dishonesty regarding the purpose of the research and the time required to participate.

Use of sample of convenience.

Incorrect choice of method of administration of the instrument.

Not anticipating the cost of doing the research.

Failure to get IRB approval or requesting waiver.

Use of language participants are likely to not understand.

Asking questions about things NOT SALIENT to participants and “forcing” responses from them. You are trying to measure EXISTING beliefs/attitudes/behaviors – not to create things do not already exist.

A survey should not be a mask for another purpose; like affecting how people are likely to vote.

DON'T POISON THE WELL. If you alienate people they will be less likely to participate in future survey research projects.

Asking leading questions by poor use of words.

Asking too many questions.

Using response patterns that are difficult to understand.

Asking DOUBLE BARRELLED questions.

Making inappropriate assumptions about the knowledge and life experiences of participants.

Asking questions in offensive ways.

Asking about criminal behaviors or things that may produce social stigma or possible psychological harm.

Not providing some kind of feedback loop to allow participants to communicate possible concerns.

Asking things in ways such that the available responses that don't match the alternatives provided. For example, agreeing to a question makes no sense.

Not ordering questions in a logical way.

If you include qualitative questions, not providing enough room for a written answer.

Don't flip the polarity of the Likert-type response pattern. If you want to flip something, flip the polarity of the prompt; not the polarity of the response pattern. A survey is not an intelligence test or a way to identify people with reading disabilities. It is an attempt to study beliefs, attitudes and/or behaviors among populations of people.

FUZZY THINKING. Asking questions that do not actually operationalize the intended concept. (If you want to measure political ideology, don't ask about political party affiliation. They may be related, but they are different concepts.)

Not asking questions at an appropriate LEVEL OF MEASUREMENT, anticipating the kinds of statistical methods you plan to use later.

Forgetting to ask essential questions that you will wish you had asked later.

Asking too many questions or asking unnecessary/irrelevant questions.

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Other considerations:

If you plan changes, keep in communication with the IRB.

If your search is sponsored by a grant, keep in touch with the sponsor and with the office who administers the funding to you locally. AVOID SUPPRISES. Keep your promises. Deliver what you promised to deliver. DON'T LIE ABOUT YOUR FINDINGS, even if what you find may not be likely to be published (assuming you are an academic).

Keep your data and secure your papers. If you have promised to keep data CONFIDENTIAL, do so. Hide and secure your book/file that ties responses to individuals.

Anticipate possible fires, floods and other similar events.

Don't waste money and follow institutional rules about disposition of equipment purchased with grant money.