

# Research Methods

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## 7.1 Foundations of Survey Research

**Figure 7.1** A survey is a systematic way of asking people to volunteer information.



Ultimately, much of applied social science research concerns itself with understanding and measuring people's knowledge, opinions, perceptions, and behaviors. So how do we collect this type of data? A simplistic—and perhaps a little glib—response would be: We ask them! That's the point of **survey** research, which is the focus of this chapter.

A **survey** is a systematic way of asking people to volunteer information regarding their opinions and behaviors (**Figure 7.1**). For this reason, **survey** research is one of the most important areas of measurement in applied social research. In this chapter, we'll begin broadly by defining **surveys**, the different ways in which surveys are administered (questionnaires and interviews), and what factors to consider when selecting a particular survey method. Then, we will get more specific and discuss how to design a survey instrument. We'll present a number of issues, including the different types of questions, decisions about question content and wording, thinking about **response format**, and question placement and sequencing in your instrument. Finally, we will turn to some of the special issues involved when there is an interviewer collecting the responses.

**survey** A measurement tool used to gather information from people by asking questions about one or more topics.

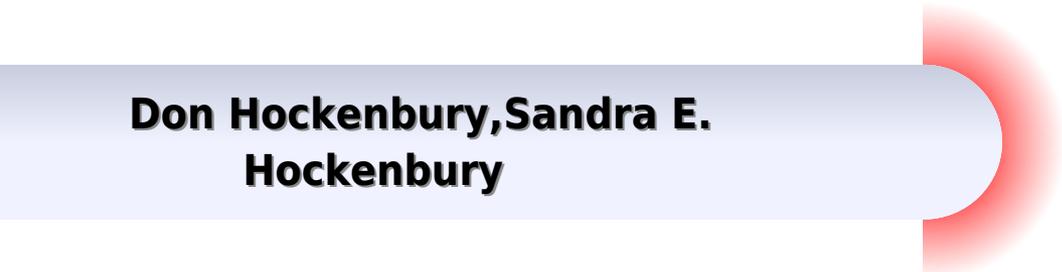
## 7.2 Types of Survey Research

A **survey** is a data collection tool that is used to gather information from a population of interest. The information is collected from a sample of respondents, usually in a way that makes it possible to generalize results to the population within a certain degree of error.

A **survey** can be administered in two key ways: the questionnaire and the interview. Questionnaires are typically instruments that the respondent completes—in other words, questionnaires are self-administered. In the interview method, a researcher asks the participants questions and then goes on to complete the instrument based on their answers. An interview instrument looks very much like a questionnaire except that it usually also includes instructions for the interviewer and space for the interviewer to record observations about how the interview progressed. A common misconception about **surveys** is that questionnaires always ask short, closed-ended questions while interviews always ask broad open-ended ones. This is not always the case; it is quite common to see questionnaires with open-ended questions (although they do tend to be shorter than interview questions), and there will often be a series of closed-ended questions asked in an interview.

# Chapter 7 Research Methods Design And Statistics In

**Don Hockenbury, Sandra E.  
Hockenbury**



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*Health Risks and Fair Compensation in the Fire Service* Tee L. Guidotti,2015-10-27 This book is an overview of the hazards of firefighting the health risks of exposure to combustion products that characterize firefighting the science behind interpreting these risks for purposes of identifying diseases as work related and the legal and policy implications of adopting legislated presumption for purposes of compensation The emphasis of the book will be on the risk of cancer cardiovascular disease traumatic hazards and disabling psychosocial adjustment following major incidents Several new studies have appeared recently including the largest study of firefighters ever done by the National Institute of Occupational Health and Safety NIOSH They evidence supports the conclusion that firefighters face significant occupational health risks in addition to the obviously severe safety hazards

*Research Methods in Psychology* Gary W. Heiman,1995 Research Methods focuses on decisions and conclusions rather than rules and procedures to help students develop the critical thinking skills necessary for understanding and designing research The text emphasizes the need to evaluate a design s strengths and weaknesses when selecting a method and interpreting results The Second Edition includes a full chapter on ethics and places the statistics review after the introduction of basic design issues to focus on statistics as a set of tools for analyzing research results A unique capstone chapter Designing and Evaluating Research walks students through four research studies summarizes content and suggests additional topics for research

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behavioral social business and health sciences independent sections and chapters can be read in many orders allowing for flexibility in assigning topics Due to its practical approach this book also appeals to researchers and clinicians Prior exposure to statistics and research methods is recommended

*Research Design and Methods* Kenneth S. Borden, Bruce B. Abbott, 1996 RESEARCH DESIGN AND METHODS A PROCESS APPROACH Seventh Edition offers students an in depth introduction to the process of research design and methods It is distinguished by its application of the process approach a proven strategy for guiding students at each step in designing conducting and evaluating psychological research

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section at the beginning of each chapter reviews the material covered in the previous chapter and how it relates to the new material Chapter coverage spans the quantitative qualitative and integrative research categories and affiliated research strategies and methods are considered in detail Review summary tables give an overview of the narrative development of topics Boxes provide the essential features of a given topic Relies on multiple examples of possible research scenarios and illustrative excerpts from the published research literature Content is cross referenced for use with the Massage Therapy Foundation s Massage Therapy Research Curriculum Kit to provide both instructors and students in the 6 15 and 24 hour options levels an extensively developed resource in one place Each chapter includes recommended web sites and software application packages for further information Quantitative Research Methods for Professionals W. Paul Vogt,2007 This concise text discusses a wide range of quantitative research methods including advanced techniques such as logic regression multilevel modeling and structural equation modeling Because the text emphasizes concepts rather than mathematics and computation formulas it is accessible to a wide range of users of research Professional practitioners in areas such education business social work and psychology can gain an understanding of research methods sufficient to base their work on advanced research in their fields The text discusses the quantitative designs and analytic techniques most needed by students in the social sciences and in applied disciplines such as education social work and business It teaches what the various methods mean when to use them and how to interpret their results Since it emphasizes general understanding rather than mathematical foundations students are able to review a broad range of methods in a comparatively short space

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