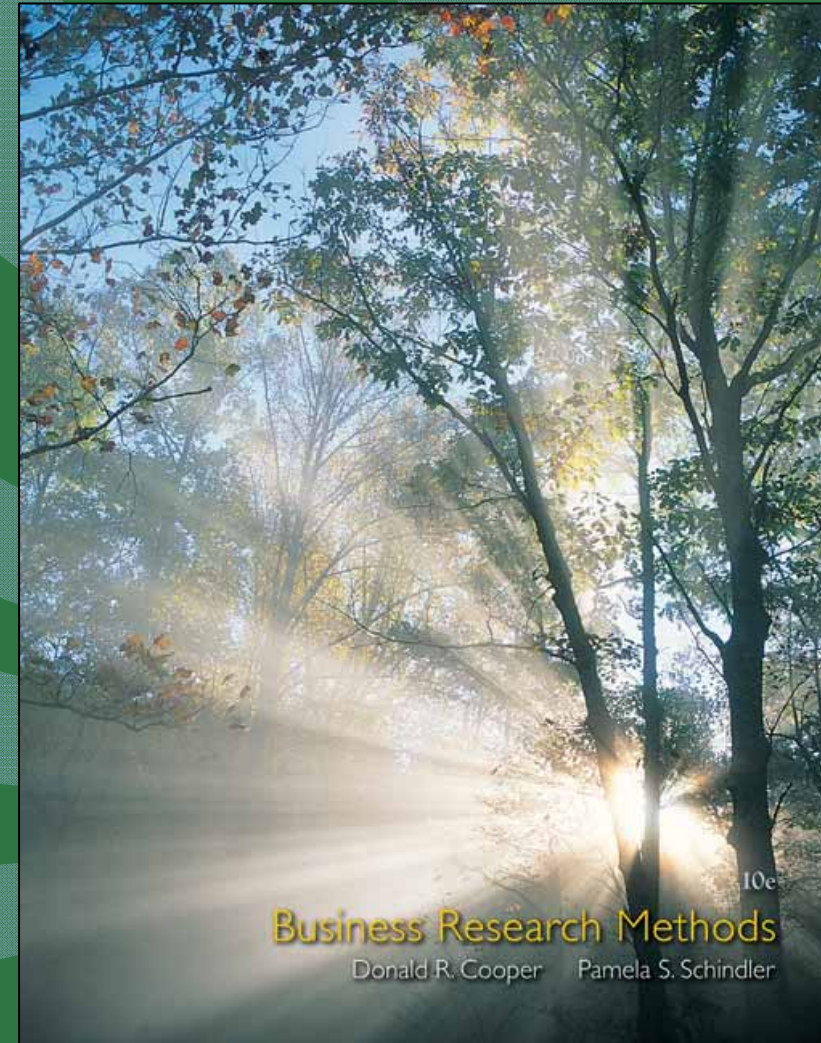



"Only as high as I reach can I grow,
Only as far as I seek can I go,
Only as deep as I look can I see,
Only as much as I dream can I be"

Surveys





Learning Objectives

Understand . . .

- The process for selecting the appropriate and optimal communication approach.
- Factors affect participation in communication studies.
- Sources of error in communication studies and how to minimize them.
- Major advantages and disadvantages of the three communication approaches.
- Why an organization might outsource a communication study.

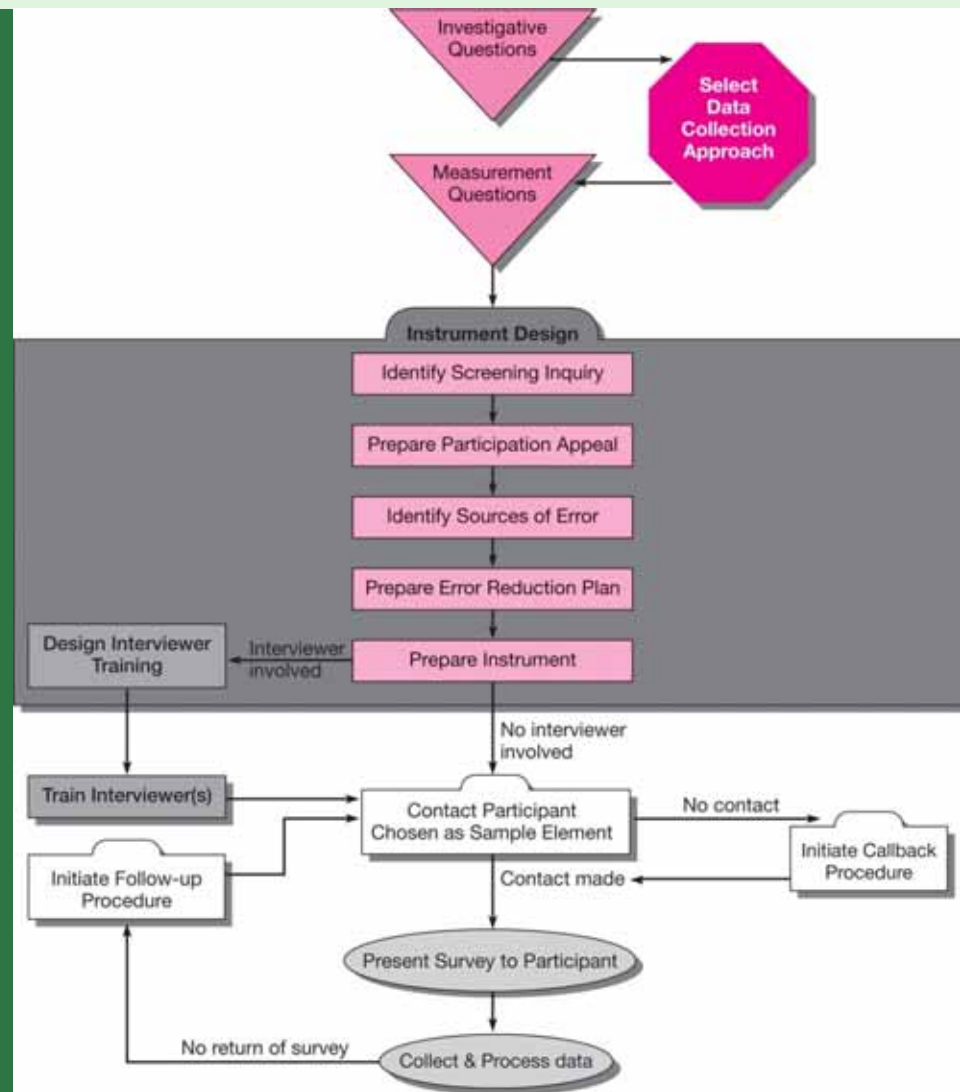


Dilemma for Surveys

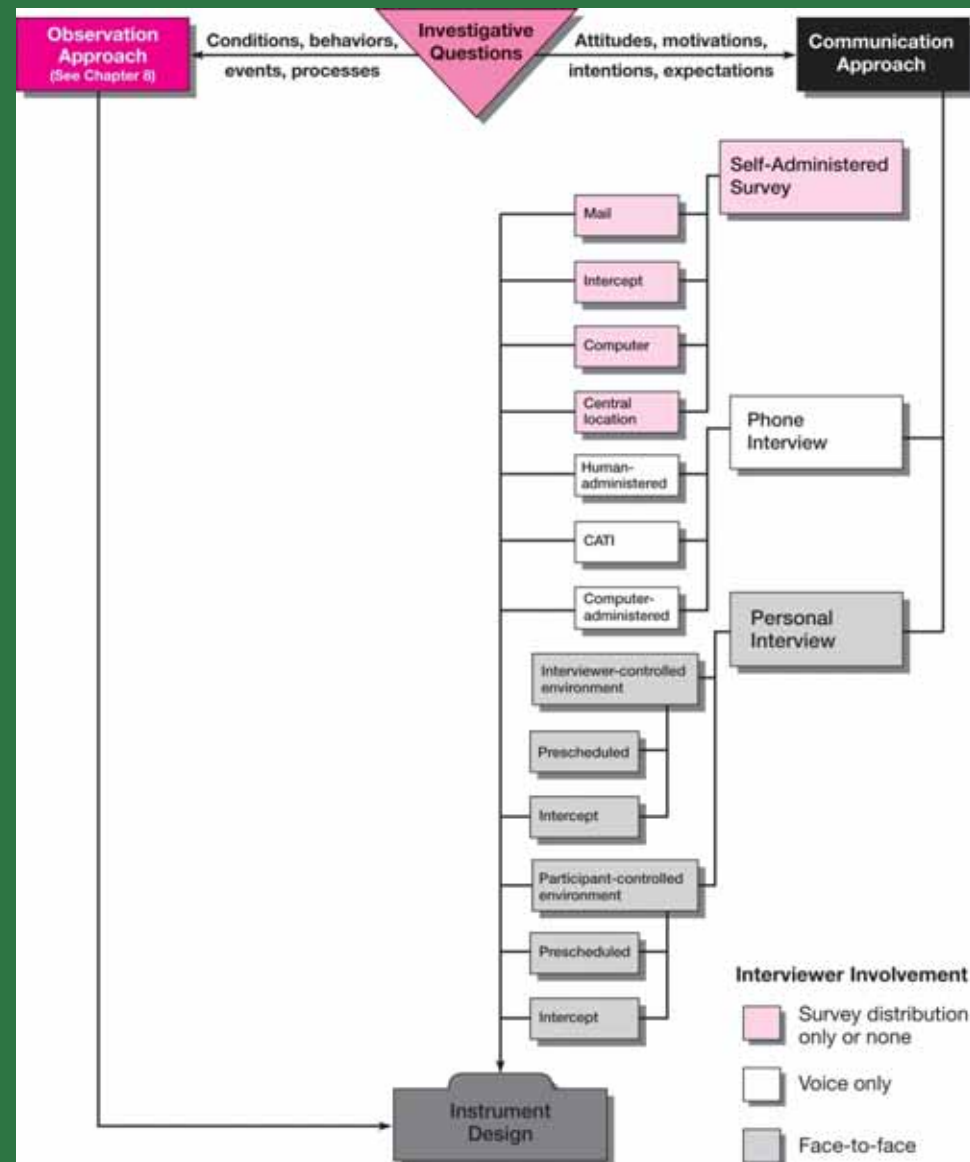
“The ubiquity of cell phones and the rapid and continuing development of the Internet have completely altered the way we talk to each other, the way marketers talk to customers, the way customers shop and the way the media research their audiences.”

*Alain Tessier , founder,
Mediamark Research, Inc.*

Data Collection Approach



Selecting a Communication Data Collection Approach



Communication Approach

Strengths

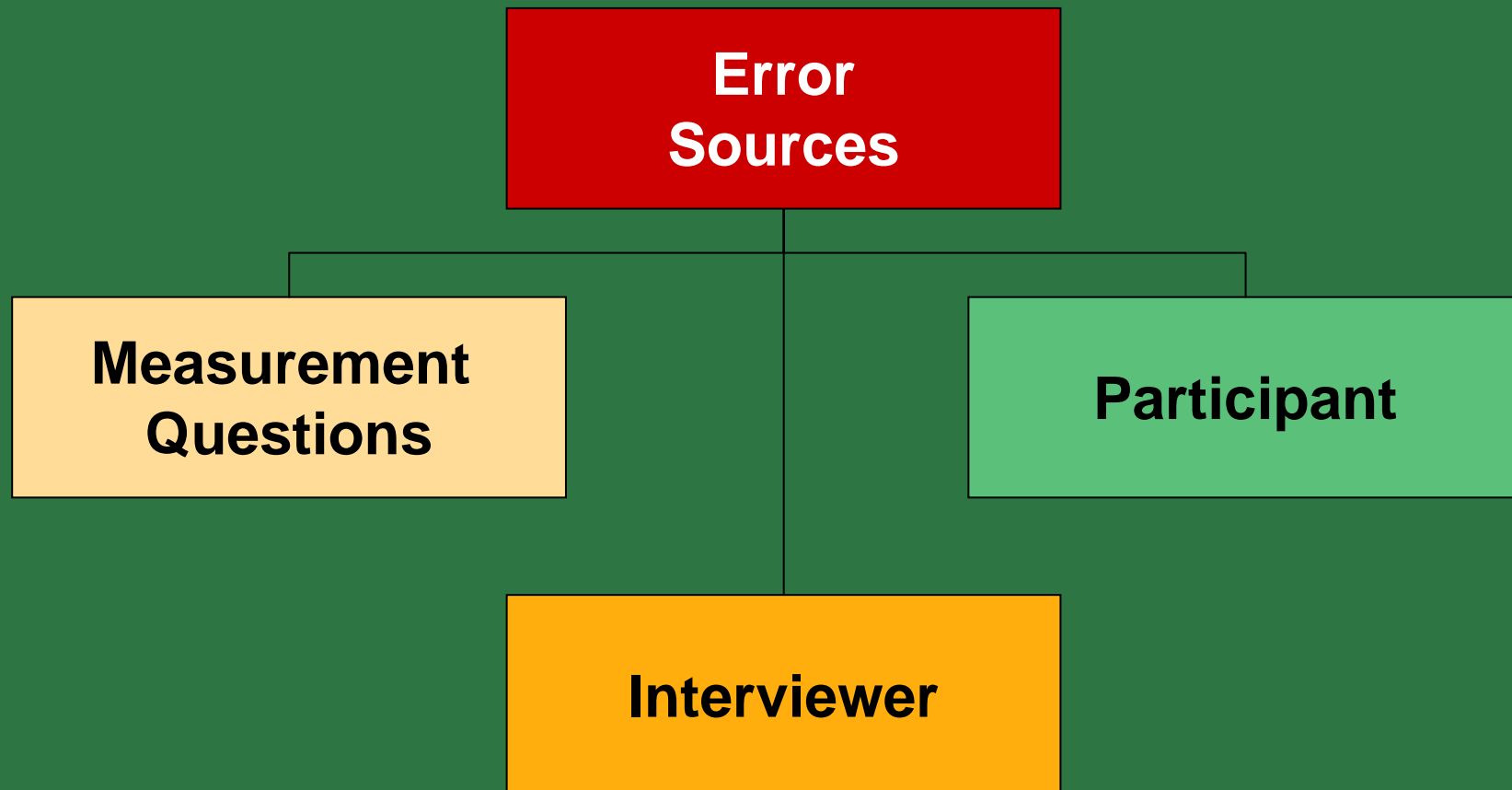
- Versatility
- Efficiency
- Geographic coverage


Weaknesses

- Error
- Inaccessible populations




Sources of Error






Measurement Questions

- Wording of the question
- Interpretation of some words
- Jargons



Interviewer Error

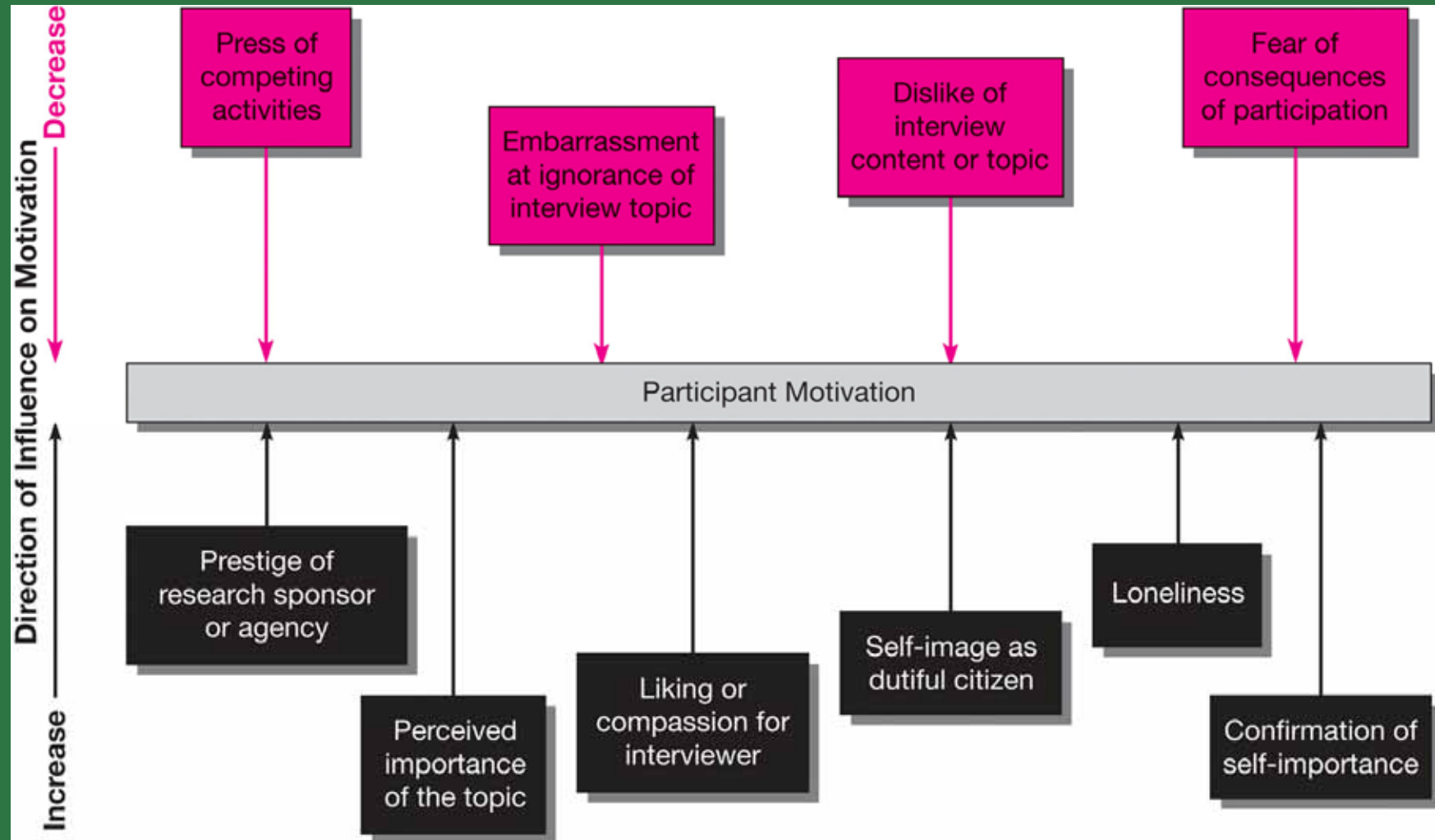
- **Sampling Error**
 - Failure to secure full participant cooperation
- **Data Entry Error**
 - Failure to record answers accurately and completely
- **Process Errors**
 - Failure to consistently execute interview procedures
 - Falsification of answers
 - Inappropriate influencing
 - Physical presence bias



Participant Error

- Possess information targeted for
- Understand their role
- Adequate motivation

Participant Motivation



Response Terms

Noncontact rate

Refusal rate

Incidence rate



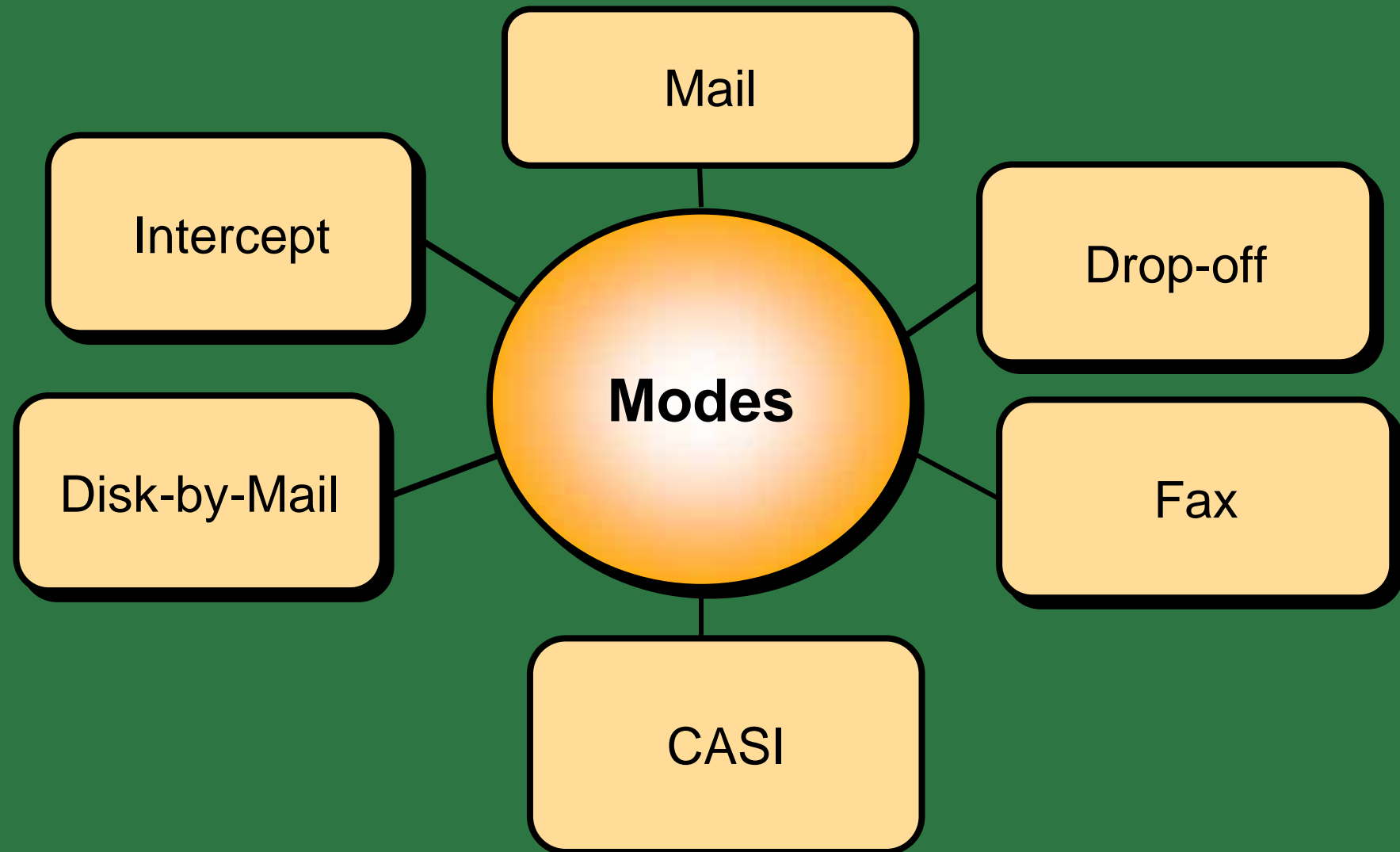
Communication Approaches

**Self-
Administered
Survey**

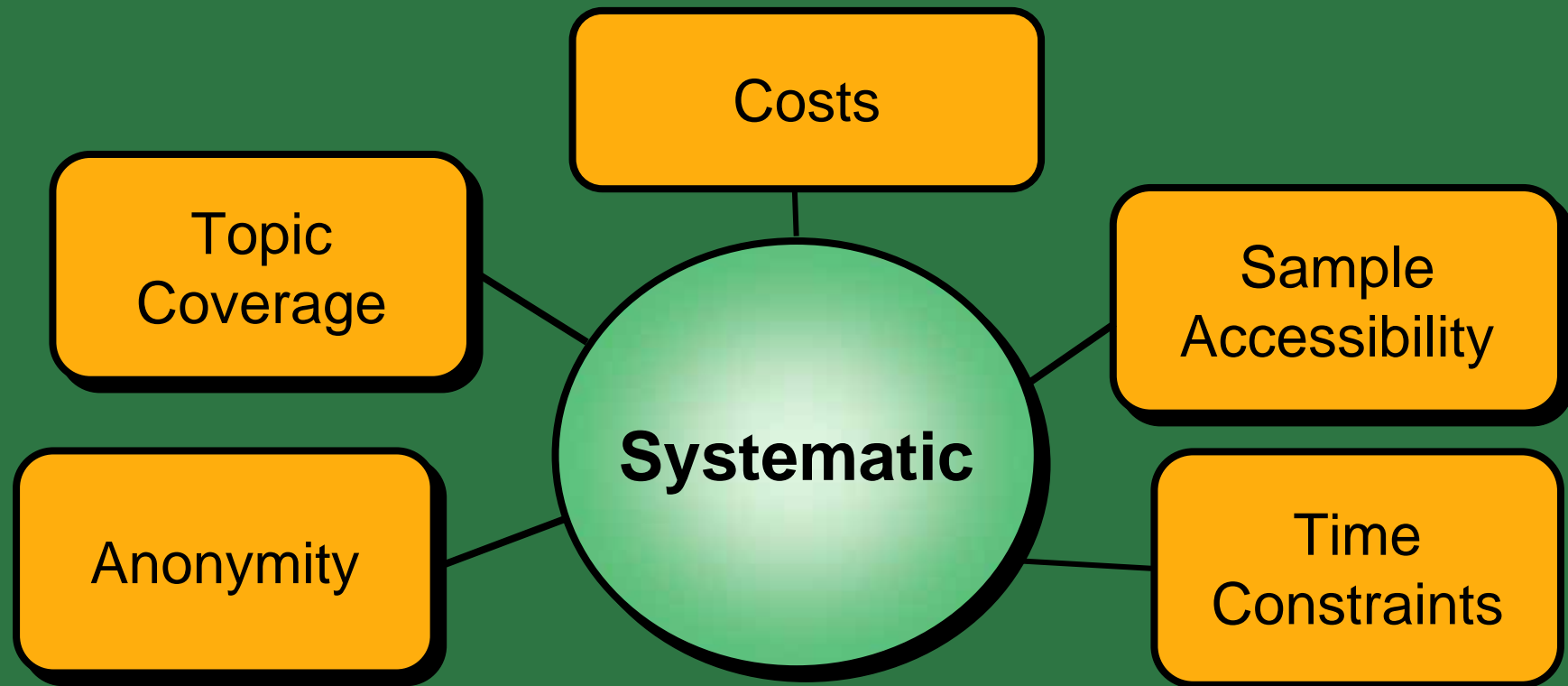
**Telephone
Survey**

**Survey via
Personal
Interview**

Self-Administered Surveys



Self-Administered Surveys



Advantages of Self-Administered Study

- Access inaccessible participants
- Incentives for higher response rates
- Lowest-cost
- Geographic coverage
- Minimal staff needed
- Perceived anonymity
- Reflection time
- Question complexity

- Rapid data collection
- Visuals possible
- Multiple sampling possible





Disadvantages of Self-Administered Study

- Low response rates in some modes
 - No interviewer intervention
 - Cannot be too long
 - Cannot be too complex
 - Requires accurate list
- Skewed responses by extremists
 - Participant anxiety possible
 - Directions necessary
 - Need for low-distraction environment
 - Security

Designing Questionnaires Using the TDM



Easy to read

Offer clear directions

Include personalization

Notify in advance

Encourage response





Improving Response Rates


- Advance notification
- Reminders
- Return directions and devices
- Monetary incentives
- Deadlines
- Promise of anonymity
- Appeal for participation

Options for Web-based Surveys

The diagram features a dark green background with a jagged, light green border. Inside this border are two shapes: a light orange arrow pointing left and a yellow arrow pointing right. The left arrow contains the text 'Fee-Based Service' and the right arrow contains the text 'Surveying Software'.

Fee-Based
Service

Surveying
Software



Advantages of Surveying Software

- Questionnaire design in word processing environment
- Question and scale libraries
- Automated publishing to the Web
- Real-time viewing of incoming data
- Rapid transmission of results
- Flexible analysis and reporting mechanisms



The Web as a Survey Research Venue

Advantages

- Cost savings
- Short turnaround
- Use of visual stimuli
- Access to participants
- Perception of anonymity
- Access to data and experiences otherwise unavailable

Disadvantages

- Recruitment
- Coverage
- Difficulty developing probability samples
- Technical skill
- System compatibility issues
- Possible self-selection bias

Telephone Survey

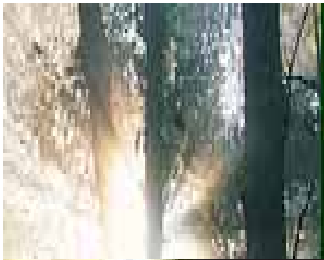


Traditional

CATI systems

Computer-administered

Advantages of the Telephone Survey



- Lower costs than personal interview
- Wide geographic coverage
- Fewer interviewers
- Reduced interviewer bias
- Fast completion time
- Random Dialing
- CATI

Disadvantages of the Telephone Survey

- Lower response rate
- Early termination
- Higher costs if geographically dispersed sample
- Limited Interview length
- Inaccessible populations
- Limited complexity of scales

iPhone



Voice-over IP



Survey via Personal Interview



The diagram features two jagged-edged shapes on a dark green background. The left shape is light orange and contains the text 'CAPI'. The right shape is a darker orange and contains the text 'Intercept'. Both shapes have a thick black outline and are set against a lighter green, jagged-edged background.

CAPI

Intercept



Personal Interview Survey

Advantages

- Good cooperation rates
- Interviewer can probe and explain
- Visual aids possible
- Illiterate participants can be reached
- Interviewer can prescreen
- CAPI possible

Disadvantages

- High costs
- Need for highly trained interviewers
- Time consuming
- Labor-intensive
- Some unwilling to invite strangers into homes
- Interviewer bias possible



What is important in this chapter?

- Types of communication
- Sources of error