**DUE MONDAY ROUGH DRAFT OF PART III: RESEARCH METHODS USED IN THE STUDY**

1. Description and rationale of research methodologies selected to conduct the research study

* What method of research will you conduct? Describe what you are doing and explain why you chose it.

1. Process used to conduct the selected research methods
   1. Sample size & Sample Method.
   2. List who you surveyed, how many, why you selected them, type of survey collection used

**Survey Guidelines**

1. Clearly state objectives & goals of the survey
2. Acknowledge any bias you may have
3. Clearly define & know your population (cluster, snowball, random, stratified, or quota)
4. Determine response format
   1. Open Ended Questions v. Closed Ended Questions
   2. Types of Closed-Ended Questions
5. Determine length
6. Start with a statement then put it in question form
7. Define terms

**Response Formats**

* Categorical or Nominal
  + Name which soccer events you have attended in the last 10 years (list events, they check)
  + Which month were you born? Check one.
* Ordinal
  + Tell us which age group best describes you
    - Under 25 25 – 35 36-45 46-55 Over 55
  + How important is being able to travel at midnight important to you as a passenger?
    - Very Important Somewhat Important Not Important
  + Strongly Agree Agree Disagree Strongly Disagree
  + Excellent Very Good Fair Poor
  + Always Very Often Fairly Often Sometimes Almost Never Never
  + Definitely True True Don’t Know False Definitely False
  + None Very mild Mild Moderate Severe
  + Completely Satisfied Very Satisfied Somewhat Satisfied

Somewhat Dissatisfied Very Dissatisfied Completely Dissatisfied

* Use a neutral response only if valid (such as Don’t know, No opinion, etc..)

**Things To Avoid**

* Do not use information unless you can act on it
* Biased words / Phrases
  + Under these economic conditions, you wouldn’t support …..
* Don’t ask double-barreled questions (more than one thought per question)
  + Curtailing spending & protecting the environment are important
* Do not use vague words or phrases
  + Do you consider yourself a liberal?
* Avoid Abbreviations
* Avoid Jargon or Technical Terms
* Avoid Double Negatives
* Avoid Slang
* Avoid ambiguous places

**Remember to**

* Order questions well
* Make instructions clear
* Get peer evaluations
* Pre-Test items
* Pilot test survey

**Checklist for Question Order**

* Natural Sequence of time
* Most familiar to least familiar
* Avoid items that look alike
* Sensitive questions should not be at the beginning
* End with easy questions
* Avoid leading questions
* Place demographic information at the end
* Ask interesting questions at the beginning
* Use white space, don’t clutter or crowd your survey questions
* Notify people in advance that they will be taking a survey

**Eliminate Skip Patterns**

* + Do you participate in sports? \_\_\_\_ No (Skip Question #3) \_\_\_\_\_\_ Yes

|  |  |  |
| --- | --- | --- |
| **Category** | **Do** | **Not Do** |
| Be Concise | An ice arena should be built on the railroad property in downtown Keene. | How do you feel about building an ice arena in downtown Keene where the railroad property has been sitting unused for a number of years? |
| Use simple, Clear Language | How often do you put your child in timeout? | How often do you punish your toddler? |
| Make questions concrete | Have you recommended the book to anyone? | Did you enjoy the book? |
| Use mutually exhaustive categories | Married Divorced  Separated Widowed  Never Married | Married Not Married |
| Use Caution when asking personal questions | In which category does your personal income fit  \_\_\_\_\_\_\_\_\_ Below $10,000  \_\_\_\_\_\_\_\_ $10,001 - $20,000  \_\_\_\_\_\_\_\_ $20,001 - $30,000  \_\_\_\_\_\_\_\_ $30,001 - $40,000 | What is your yearly income?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Surveys** are a form of questioning that is more rigid than interviews and that involve larger groups of people. Surveys will provide a limited amount of information from a large group of people and are useful when you want to learn what a larger population thinks.

**Sample Size:** Sample Size Calculator <http://www.surveysystem.com/sscalc.htm>

**Sample Method:** Lists & Explains types of sample methods used. <http://www.statpac.com/surveys/sampling.htm>

**Interviews:** Interviews are one-on-one or small group question and answer sessions. Interviews will provide a lot of information **from a small number of people** and are useful when you want to get an expert or knowledgeable opinion on a subject.

**Observations:** Observations involve taking organized notes about occurrences in the world. Observations provide you insight about specific people, events, or locales and are useful when you want to learn more about an event without the biased viewpoint of an interview.