

# *Contents*

<b>Preface</b>	ix
<b>1. Introduction</b>	1
Reasons for Surveys	1
The Components of Surveys	4
Purposes and Goals of This Text	8
<b>2. Sampling</b>	10
The Sample Frame	11
Selecting a One-Stage Sample	14
Multistage Sampling	18
Making Estimates From Samples and Sampling Errors	26
Calculating Sampling Errors for Simple Random Samples	28
Effects of Other Sample Design Features on Sampling Errors	31
How Big Should a Sample Be?	33
Sampling Error as a Component of Total Survey Error	35
Exercise	36
<b>3. Nonresponse: Implementing a Sample Design</b>	38
Calculating Response Rates	39
Bias Associated With Nonresponse	40
Reducing Nonresponse in Telephone or Personal Interview Surveys	43
Reducing Nonresponse to Mail Surveys	45
Correcting for Nonresponse	47
Nonprobability (or Modified Probability) Samples	49
Nonresponse as a Source of Error in Survey Samples	52
Exercise	53
<b>4. Methods of Data Collection</b>	54
Major Issues in Choosing a Strategy	55
Summary Comparison	64
Conclusion	67
Exercise	68

<b>5. Designing Questions to Be Good Measures</b>	69
Designing a Reliable Instrument	70
Types of Measures/Types of Questions	80
Increasing the Validity of Factual Reporting	86
Increasing Validity of Subjective Questions	91
Error in Perspective	92
Exercises	93
<b>6. Designing and Evaluating Survey Questions</b>	94
Defining Objectives	95
Preliminary Question Design Steps	95
Design, Format, and Layout of the Survey Instrument	99
Field Pretest	100
Survey Instrument Length	103
Conclusion	103
Exercise	104
<b>7. Survey Interviewing</b>	105
Overview of Interviewer Job	105
Interviewer Recruitment and Selection	109
Training Interviewers	111
Supervision	114
Survey Questions	116
Interviewing Procedures	117
Validation	118
The Role of Data Collection in Survey Error	119
Exercise	122
<b>8. Preparing Survey Data for Analysis</b>	123
Formatting a Data File	124
Constructing a Code	125
Approaches to Data Entry	126
Data Cleaning	130
Coding and Data Reduction as Sources of Error in Surveys	130
<b>9. Ethical Issues in Survey Research</b>	132
Informing Respondents	132
Protecting Respondents	133
Benefits to Respondents	134
Ethical Responsibilities to Interviewers	135

Conclusion	136
Note	136
<b>10. Providing Information About Survey Methods</b>	137
Exercise	141
<b>11. Survey Error in Perspective</b>	142
The Concept of Total Survey Design	142
Error in Perspective	143
Conclusion	145
<b>References</b>	149
<b>Index</b>	154
<b>About the Author</b>	156