## **Detailed Contents**

| Preface About the Author |   | ix<br>xi |
|--------------------------|---|----------|
|                          |   |          |
|                          | Reasons for Surveys                                 | 1        |
|                          | Components of Surveys                               | 3        |
|                          | Purposes and Goals of This Text                     | 7        |
| 2.                       | Types of Error in Surveys                           | 8        |
|                          | Error Associated With Who Answers                   | 9        |
|                          | Error Associated With Answers                       | 11       |
|                          | Recapping the Nature of Error in Surveys            | 12       |
| 3.                       | Sampling  | 14       |
|                          | The Sample Frame                                    | 15       |
|                          | Selecting a One-Stage Sample                        | 18       |
|                          | Multistage Sampling                                 | 21       |
|                          | Drawing Samples From Two or More Sample Frames      | 30       |
|                          | Making Estimates From Samples and Sampling Errors   | 32       |
|                          | How Big Should a Sample Be?                         | 37       |
|                          | Sampling Error as a Component of Total Survey Error | 39       |
| 4.                       | Nonresponse: Implementing a Sample Design           | 42       |
|                          | Calculating Response Rates                          | 43       |
|                          | Bias Associated With Nonresponse                    | 43       |
|                          | Reducing Nonresponse                                | 49       |
|                          | Two Other Approaches to Reducing Nonresponse Error  | 54       |
|                          | Nonprobability (or Modified Probability) Samples    | 55       |
|                          | Nonresponse as a Source of Error                    | 58       |
| 5.                       | Methods of Data Collection                          | 61       |
|                          | Major Issues in Choosing a Strategy                 | 61       |
|                          | Summary Comparison of Methods                       | 71       |
|                          | Conclusion  | 73       |
| 6.                       | Designing Questions to Be Good Measures             | 75       |
|                          | Increasing the Reliability of Answers               | 76       |
|                          | Types of Measures/Types of Questions                | 86       |

|     | Increasing the Validity of Factual Reporting                    | 91  |
|-----|---|-----|
|     | Increasing the Validity of Answers Describing Subjective States | 96  |
|     | Question Design and Error                                       | 97  |
| 7.  | <b>Evaluating Survey Questions and Instruments</b>              | 99  |
|     | Defining Objectives   | 100 |
|     | Preliminary Question Design Steps                               | 100 |
|     | Presurvey Evaluation  | 102 |
|     | Design, Format, and Layout of Survey Instruments                | 104 |
|     | Field Pretests  | 105 |
|     | Survey Instrument Length  | 108 |
|     | Conclusion  | 109 |
| 8.  | Survey Interviewing   | 110 |
|     | Overview of Interviewer Job                                     | 110 |
|     | Interviewer Recruitment and Selection                           | 113 |
|     | Training Interviewers   | 115 |
|     | Supervision   | 117 |
|     | Survey Questions  | 120 |
|     | Interviewing Procedures   | 120 |
|     | Validation of Interviews  | 122 |
|     | The Role of Interviewing in Survey Error                        | 123 |
| 9.  | Preparing Survey Data for Analysis                              | 127 |
|     | Formatting a Data File  | 127 |
|     | Constructing a Code   | 128 |
|     | Approaches to Coding and Data Entry                             | 129 |
|     | Data Cleaning   | 132 |
|     | Coding, Data Entry, and File Creation as Sources of Errors      | 132 |
| 10. | , e ,   | 134 |
|     | Adjusting for Sample Nonresponse and Sample Frame Deficiencies  | 134 |
|     | Coping With Item Nonresponse                                    | 136 |
|     | Adjusting for Different Probabilities of Selection              | 137 |
|     | Calculating Sampling Errors                                     | 138 |
|     | Conclusion  | 139 |
| 11. | Ethical Issues in Survey Research                               | 140 |
|     | Informing Respondents   | 141 |
|     | Protecting Respondents  | 142 |
|     | Benefits to Respondents   | 144 |
|     | Ethical Responsibilities to Interviewers                        | 144 |
|     | Conclusion  | 145 |

| 12. Providing Information About Survey Methods | 146 |
|--|-----|
| 13. Survey Error in Perspective                | 150 |
| The Concept of Total Survey Design             | 150 |
| Error in Perspective                           | 150 |
| Conclusion                                     | 153 |
| References                                     | 155 |
| Author Index                                   | 164 |
| Subject Index                                  | 168 |
|  |     |