

Notes | Surveys

Review of scaling

Goal: use multiple questionnaire items to create better measure than a single item

defining domain / construct

generate items

review / winnow

- content validity / experts
- face validity / respondents

pretest

- do they respond logically?
- cognitive interviews: what were you thinking when you answered this survey

Data collection

- administer survey on appropriate sample

Measurement properties

- efa or cfa. we choose efa for unidimensional scale
 - Efa using ML estimation gives same results as cfa
- Dataset: [self-monitoring](#)
- [self-monitoring spss file](#)
- see that there is only one factor
- delete items with low loadings
- Measure reliability via cronbach's alpha, omega etc.
- may end up with factor that is psychometrically right, but doesn't capture all the elements of the construct
- construct the factor scores and compare with the sum of standardized items
- when you use scale, remember to check it on your data

Validity

- predictive validity: does it predict future events? sm scale predicts fun at next party
- concurrent: does it correlate with other scales of sm?
- convergent: does it correlate with measures of related constructs like extraversion
- known groups: predict classes of people. entertainers score higher than librarians
- discriminant: low correlations with theoretically unrelated concepts like neuroticism
- Mttmm -- see last week's notes

Applying the scale

- check psychometric properties on your data

Using Qualtrics

Create survey in class

- [class roster](#)

How tall are you? Please answer in inches. For example, if you are 5'8", you would enter 68 inches (because 5 feet is $5 \times 12 = 60$ inches, and then you add 8). If you are 6'0", you would enter 72 inches. If you only know your height in centimeters, then use Excel or your phone's calculator to divide the height in centimeters by 2.54. For example, if you are 173 cm, you would enter 68.11 inches.

Embed java script:

```
Qualtrics.SurveyEngine.addOnload(function() { jQuery("#"+this.questionId+"  
.InputText").css("width","100").after(" inches"); })
```

See also using embedded data in qualtrics:

<https://chatgpt.com/share/673e66d9-2948-8005-9065-ae9a8e7b116f>

Before we administer survey, everyone introduce themselves so that we can estimate height!

Questionnaire design

Ordering of questions (from krosnick and presser)

1. Early questions should be easy and pleasant to answer, and should build rapport between the respondent and the researcher.
2. Questions at the very beginning of a questionnaire should explicitly address the topic of the survey, as it was described to the respondent prior to the Interview.
3. Questions on the same topic should be grouped together.
4. Questions on the same topic should proceed from general to specific. (funneling)
5. Questions on sensitive topics that might make respondents uncomfortable should be placed at the end of the questionnaire.
6. Filter questions should be included, to avoid asking respondents questions that do not apply to them

Item design

1. ****Use simple, familiar words (avoid technical terms, jargon, and slang)****

- ****Good Example:****

"How often do you exercise in a typical week?"

(Uses common words that are easy to understand.)

- ****Bad Example:****

"How frequently do you engage in anaerobic or cardiovascular activities weekly?"

(Uses technical terms like "anaerobic" and "cardiovascular," which might confuse respondents.)

2. ****Use simple syntax****

- ****Good Example:****

"Do you own a car?"

(Straightforward syntax with a single clause.)

- **Bad Example:**

"If you happen to own or lease a vehicle for personal or professional use, how often do you drive it on a daily basis?"

(Overly complex syntax with multiple clauses.)

3. **Avoid words with ambiguous meanings (aim for wording that all respondents will interpret in the same way)**

- **Good Example:**

"How many hours of sleep do you usually get at night?"

(Clear and specific.)

- **Bad Example:**

"Do you get enough sleep?"

("Enough"* is ambiguous and might be interpreted differently by different respondents.)*

4. **Strive for wording that is specific and concrete (as opposed to general and abstract)**

- **Good Example:**

"In the past month, how many times have you eaten fast food?"

(Specific timeframe and behavior.)

- **Bad Example:**

"Do you eat fast food regularly?"

("Regularly"* is vague and open to interpretation.)*

5. **Make response options exhaustive and mutually exclusive**

- **Good Example:**

"What is your age group?"

- Under 18

- 18–24

- 25–34

- 35–44
- 45 or older"
- *(Exhaustive and mutually exclusive categories.)*

- **Bad Example:**
"What is your age group?"
 - Under 18
 - 18–25
 - 25–35
 - 35 or older"- *(Overlapping categories for 25 and 35; not mutually exclusive.)*

6. **Avoid leading or loaded questions that push respondents toward an answer**

- **Good Example:**
"What is your opinion of the city's public transportation system?"
(Neutral and open-ended.)
- **Bad Example:**
"Don't you think the city's public transportation system is poorly managed?"
(Leading question that suggests a negative answer.)

7. **Ask about one thing at a time (avoid double-barreled questions)**

- **Good Example:**
"How satisfied are you with the cleanliness of the park?"
(Focuses on one aspect.)
- **Bad Example:**
"How satisfied are you with the cleanliness and safety of the park?"
"Do you think JC Penney offers better variety and prices than other department stores?"
(Combines two different aspects into one question.)

8. **Avoid questions with single or double negations**

- **Good Example:**

"Do you agree that smoking should be banned in restaurants?"

(Simple and positive wording.)

- **Bad Example:**

"Do you disagree that smoking should not be banned in restaurants?"

(Double negation creates confusion.)

Openended textual questions

- Require coding
- May tax recall

problematic example

Please list all the departments from which you purchased merchandise on your most recent shopping trip to a department store.

probably better

In the list that follows, please check all the departments from which you purchased merchandise on your most recent shopping trip to a department store.

1. Women's dresses ____
2. Men's apparel ____
3. Children's apparel ____
4. Cosmetics ____

...

16. Jewelry ____

17. Other (please specify) ____ (Correct)

Open-ended quantitative questions

- Good when no ethnographic info available

The ethnographic sandwich

- Needed for closed-ended items

Scale points must be clearly separable: "Some of the time" and "occasionally" sound similar.

Number of scale points.

Social desirability

- # of partners

Look over UK HR survey

- [UK HR survey](#)
- Why is q8 there?

Powerpoint presentation with questionnaire items