

# SURVEY METHODS

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PSY 357: Community Psychology

3/21/2023

# ANNOUNCEMENTS

- ❖ Assignment 2 grading
- ❖ Assignment 3 due next Friday (3/31)
- ❖ Assignments 4 & 5 will be available soon due 4/21 & 5/5 respectively



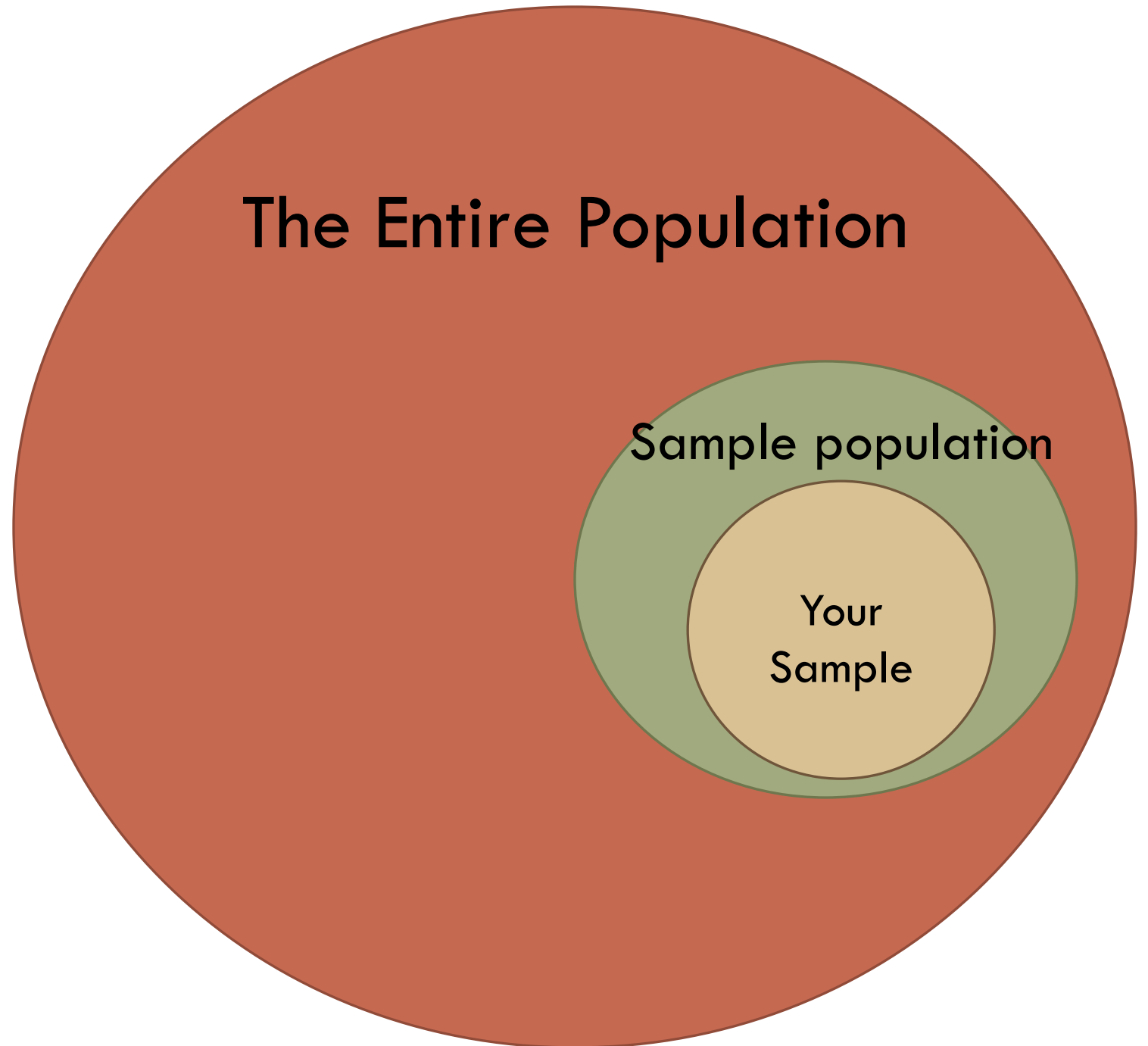
**SLIDO**

# WHAT IS A SURVEY

- ❖ A survey is defined as “the collection of information from a sample of individuals through their responses to questions.” (Check & Shutt, 2012)
- ❖ Can be Qualitative, Quantitative, or Mixed Method
- ❖ Historically used to capture large population data
- ❖ Many sampling methods, recruitment strategies, and instruments to use
- ❖ Strict guidelines around academic rigor, validity, and reliability often times specific to survey design

# SAMPLING

- The goal is to attain enough responses from a representative group
- Need to clearly define community of interest
- Sampling Validity: Are you sampling who you are supposed to be sampling?
- Sampling Reliability: Is your sample generalizable to the larger population?



# UNDERSTANDING A SAMPLE

Let's say you wanted to survey a community of South Asian folks living in the US to better understand how satisfied they are with South Asian Representation in media.

- ❖ What kinds of questions might you ask?
- ❖ Sampling Validity: Detail who you would you ask to participate in your study?
- ❖ Sampling Reliability: Would you be able to generalize your results to all South Asian Folks? All people?

# TYPES OF SAMPLING

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Simple Random Sampling: Everyone in population has equal chance.

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Convenience Sampling: Non-random sampling. Situation and context dependent.

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Cluster Sampling: Population is divided into groups and one or two groups become the sample.

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Stratified Sampling: Population is divided into groups and parts of each group become the sample.

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Multistage Sampling: Utilizing multiple forms of sampling throughout a project.

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Systematic random sampling: Create a list of every member in the population and randomly assign letters/numbers then randomly select this becomes the sample.

# COLLECTION METHODS

Paper  
Questionnaire

Digital  
Questionnaire

Online  
Questionnaire

Scripted  
interview

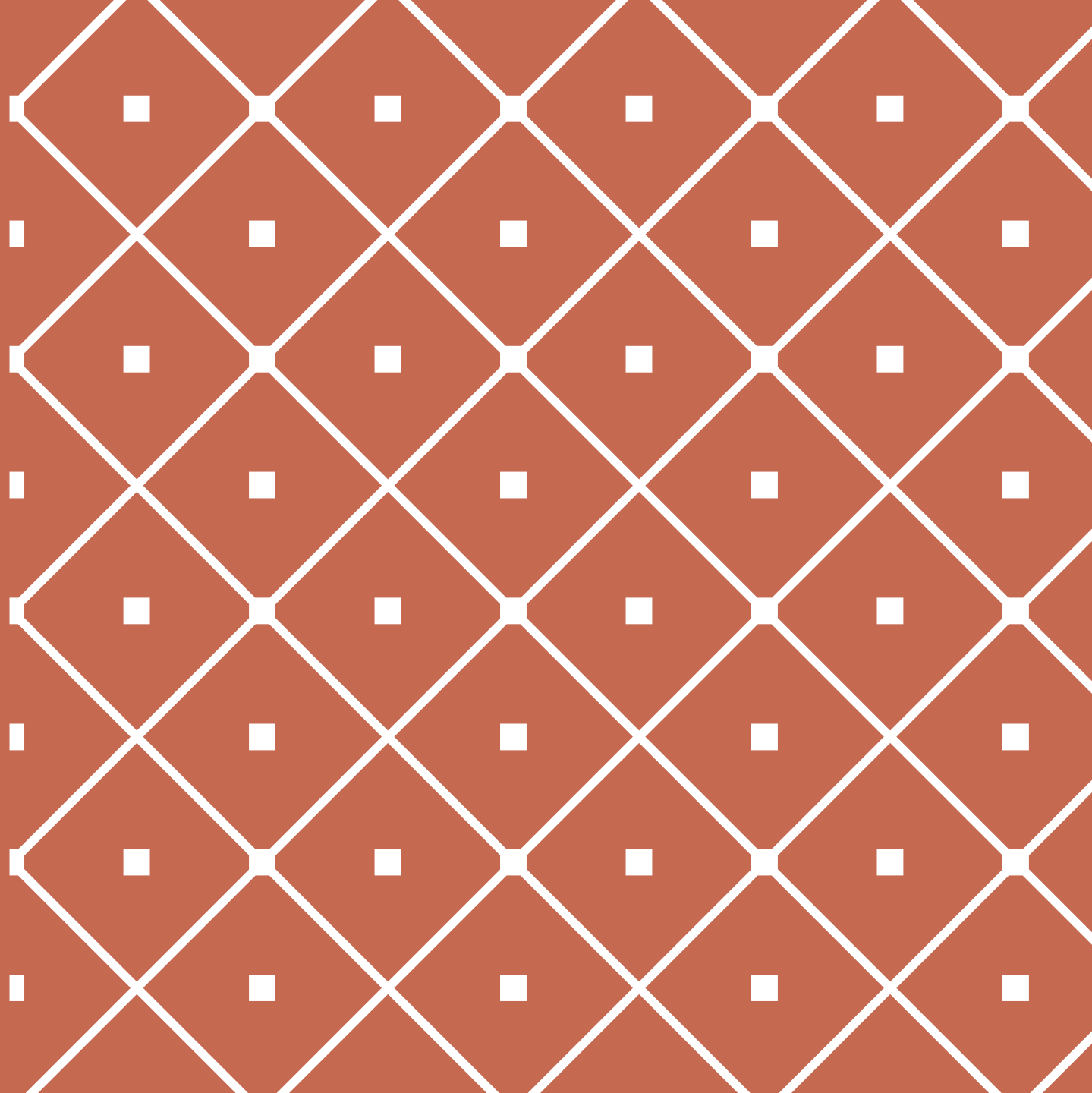
Mixed  
Method



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# RECRUITMENT STRATEGIES

In-person recruitment

Paper advertisement

Online recruitment via social media

Online recruitment via advertisements

Word of mouth/snowball

Incentivized snowball sampling

# SURVEY TYPE & RECRUITMENT

Thinking again about your project about South Asian media representation:

- ❖ How might you think about your sample/sampling methods?
- ❖ What is the best collection method to use in order to reach this community? Why?
- ❖ What are some recruitment strategies you might use to increase your sample size? To make your sample more representative of your community of interest? Why?

**Sampling Error:**  
Sample is not  
comprised of  
everyone in target  
population

**Coverage Error:**  
Sample is not  
representative of  
population

**Survey  
Error**

**Measurement Error:**  
The way you chose  
to measure  
something lead to  
incorrect data

**Nonresponse Error:**  
A particular group  
did not answer your  
survey as much as  
another

## **TYPES OF SURVEY ERROR**

# TYPES OF SURVEY BIAS

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Question Bias

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Researcher Bias

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Voluntary Responder Bias

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Social Desirability Bias

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Prestige Bias

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Order of inquiry bias

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Sponsorship Bias

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Memory Bias

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Stereotype Bias

# SURVEY'S AND COMMUNITY PSYCHOLOGY

- ❖ Surveys are one of the most common methods used in psychology generally, and as such they are also particularly important to community psychology
- ❖ Surveys allow community psych researchers to take steps toward inclusion and accurate representation
- ❖ While at the same time surveys tend to collapse communities and their issues into set standards and categories.
- ❖ That is why if a community psych researcher chooses to conduct a survey that they do so in such a way that allows them some room to hold the complexity and nuance of the community they are working with and the issues they are focusing on.

# BREAKING THE CYCLE

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Allow folks to self-identify in whatever way you can.

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Work collectively to group and organize identities with folks from the surveyed community.

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Ask open ended questions to get at complex ideas. The responses to these open ended questions may lead to a whole new line of research.

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Attempt to provide access to the survey through many mediums to help with accessibility.

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Plan to analyze survey both qualitatively and quantitatively. There is just as much in the words as there is in the numbers and you need both to see a fuller picture.



# ACTIVITY

- Choose one of three research questions:
  - RQ1: How do first generation immigrant families find community and a sense of belonging in NYC?
  - RQ2: How do White parents of BIPOC children in NYC navigate conversations about race with their children?
  - RQ3: How have lifestyle changes due to COVID-19 impacted the mental health of teens ages 13-18 in NYC?
- Think about how, where, and to whom your group might distribute the survey. (Sampling/type/demographics)
- Draft a mini survey (3-5 questions) to share that may answer the research question. (factors of interest)