

HSCC 470
Research Methods and Data
Analysis in Health Sciences

Survey Research

HSCC 470 Survey Research

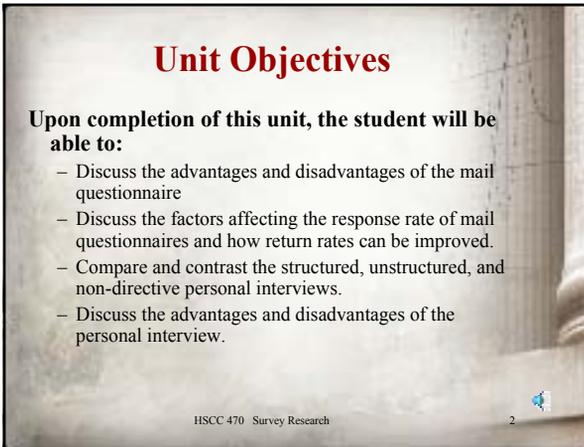


Unit Objectives

Upon completion of this unit, the student will be able to:

- Discuss the advantages and disadvantages of the mail questionnaire
- Discuss the factors affecting the response rate of mail questionnaires and how return rates can be improved.
- Compare and contrast the structured, unstructured, and non-directive personal interviews.
- Discuss the advantages and disadvantages of the personal interview.

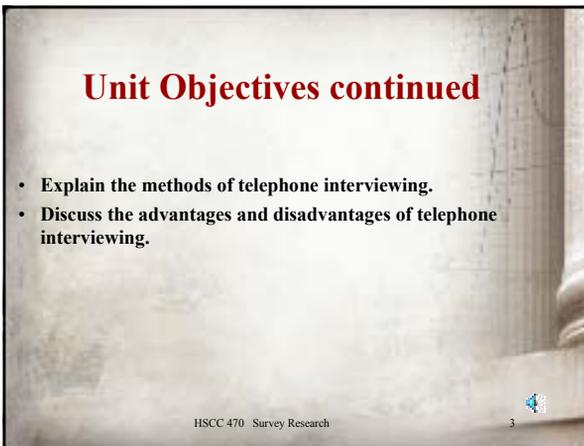
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Unit Objectives continued

- Explain the methods of telephone interviewing.
- Discuss the advantages and disadvantages of telephone interviewing.

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Mail Questionnaire

- **Advantages**
 - Low cost
 - Reduction in biasing error
 - Greater anonymity
 - Considered answers and consultations
 - Accessibility
- **Disadvantages**
 - Requires simple questions
 - No opportunity for probing
 - No control over who completes questionnaire
 - Low response rate

Mail Questionnaire continued

- **Factors affecting response rate**
 - Sponsorship
 - Inducement to respond
 - Questionnaire format and methods of mailing
 - Cover letter
 - Type of mailing
 - Follow-up
 - Selection of respondents
- **Response rates and bias**

Personal Interview

- **Structured interview**
 - Requires identical vocabulary and meanings
 - Questions are phrased so that they are equally meaningful to each respondent
 - Sequence of questions must be identical

Personal Interview continued

- **Focused interview**
 - Respondents are known to have been involved in a particular experience
 - Situation has been analyzed prior to interview
 - Proceeds on basis of interview guide specifying topics
 - Focuses on subjects' experiences regarding the situation under study
- **Non-directive interview**

Personal Interview continued

- **Advantages of the personal interview**
 - Flexibility
 - Control of interview situation
 - High response rate
 - Collection of supplementary information
- **Disadvantages of the personal interview**
 - Higher cost
 - Interviewer bias
 - Lack of anonymity

Personal Interview continued

- **Principles of interviewing**
 - Pleasant and satisfying interaction between respondent and interviewer
 - Respondents need to see need for study
 - Overcome barriers to interview

Telephone Interview

- **Random digit dialing (RDD)**
- **Quality responses**
- **Computer assisted telephone interviewing (CATI)**
- **Disadvantages**
 - Broken-off interviews
 - Provides less information than personal interview
 - Reluctance to discuss certain topics
