

INFO6049 Quantitative and Qualitative Methods

W9 Surveys: Purpose Paradigms Protocols and Pragmatics

These notes and the associated slides can be found in the <http://www.edshare.soton.ac.uk/6254/>

Surveys - introduction

As with other research methods focussed on data gathering (e.g. Interviews) it is valuable to think how the principles underlying a sound approach to surveys is generic rather than specific.

The topic is covered in two separate classes i) a more formal introduction and ii) a practical application exercise.

Reading List

These texts are available from the University Library

Creswell John, W., (2009) Research Design: qualitative, quantitative and mixed methods approaches
<https://www-lib.soton.ac.uk/uhtbin/cgiirsi/RXewR9cVml/HARTLEY/59880348/9>

De Leeuw, Edith D., Joop Hox and Don Dillman Ed (2008) International handbook of survey methodology
<https://www-lib.soton.ac.uk/uhtbin/cgiirsi/DoQnegiGiG/HARTLEY/11880682/123>

This text is also supported by companion web site, which details an abstract and glossary for each chapter along with suggested readings and internet links

<http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm>

Further Reading

Moore, David S., George McCabe, Bruce Craig, (2007) Introduction to the practice of statistics (and associated excel manual)

Tufte, E.,(1992) The visual display of quantitative Information - still a classic, probably easiest to obtain via abe.com

http://www.edwardtufte.com/tufte/books_vdqi

Webliography

Useful: Tony Hurst's very interesting blog. Check out his various posts on surveys.

<http://blog.ouseful.info/>

Follow up activities

You may be interested in checking out the references from the lecture.

Spend a little time familiarising yourself with the various question engines which are available.

Think about the relative advantages of each engine

Google Forms - available from <http://google.co.uk>

iSurvey - <https://www.isurvey.soton.ac.uk/>

You may like to think about your general area of interest, are there any professional organisations who routinely produce and publish surveys which might in the future be relevant to your chosen or likely area of research. How do they collect their data? How and where is it published? Can you access the raw data at all? Gartner, McKinsey, UCI SA and the Horizon Report were mentioned in the lecture.

Practical session (part 2)

Material for the practical session is available from the EdShare

<http://www.edshare.soton.ac.uk/6254/>

You are asked to think about a few example survey questions appropriate to the scenario described, select the appropriate question type and also design a couple of additional questions. There will be time in class to complete this task, but you may wish to familiarise yourself with the Southampton question engine and the available question types before attending the class