



Business Research Methods

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Chapter 9: Survey Research: An Overview

Learning Objectives

- Define some related terms
- Advantage of using surveys
- Type of information gathered
- Error free is difficult
- Different types of errors
- Classify surveys according to different classes

Survey

- A research technique in which information is gathered from a sample of people by use of questionnaire or interview.
- A method of data collection based on communication with a representative sample of individuals.

Advantages of surveys

- Quick
- Inexpensive
- Efficient
- Accurate

Surveys, temporal classification

- Cross sectional studies
- Longitudinal studies

Panel studies

- A longitudinal study that involves collecting data from the same sample of individuals or households over time.

Learning Game Placeholder

Learning Game: Choices

Title: Panel studies

Structured Vs Un-structured

- Structured question:
 - A question that imposes a limit on the number of allowable responses.
- Un-structured question:
 - A question that allow the respondent to express any answer.

Disguised Vs Un-disguised

- Disguised question:
 - An indirect type of question that assumes that the purpose of the study must be hidden from respondents.
- Un-disguised question:
 - Straightforward question.

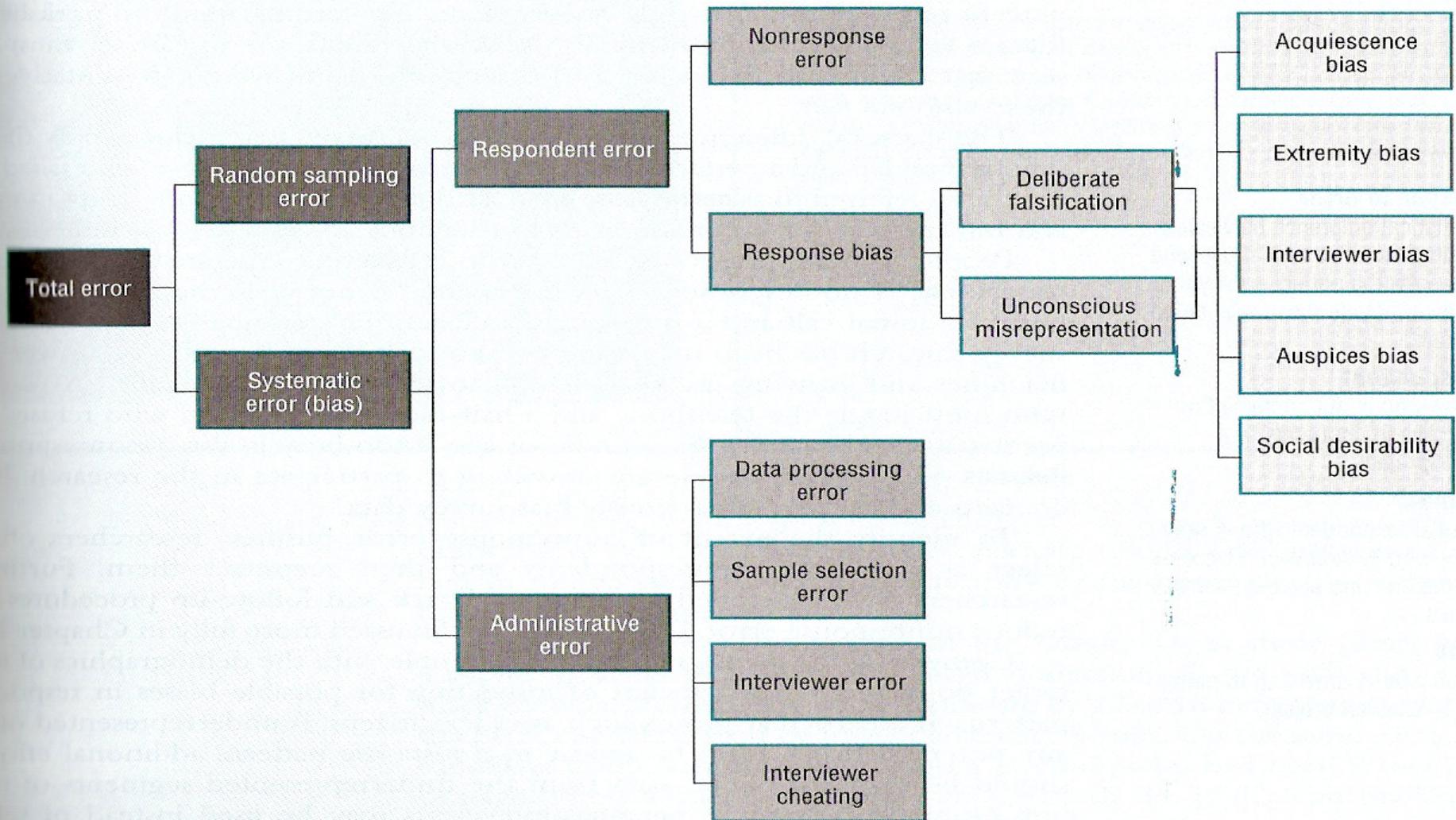
Learning Game Placeholder

Learning Game: Choices

Title: Structured questions

EXHIBIT 9.1

TREE DIAGRAM OF TOTAL SURVEY ERROR



Random sampling error

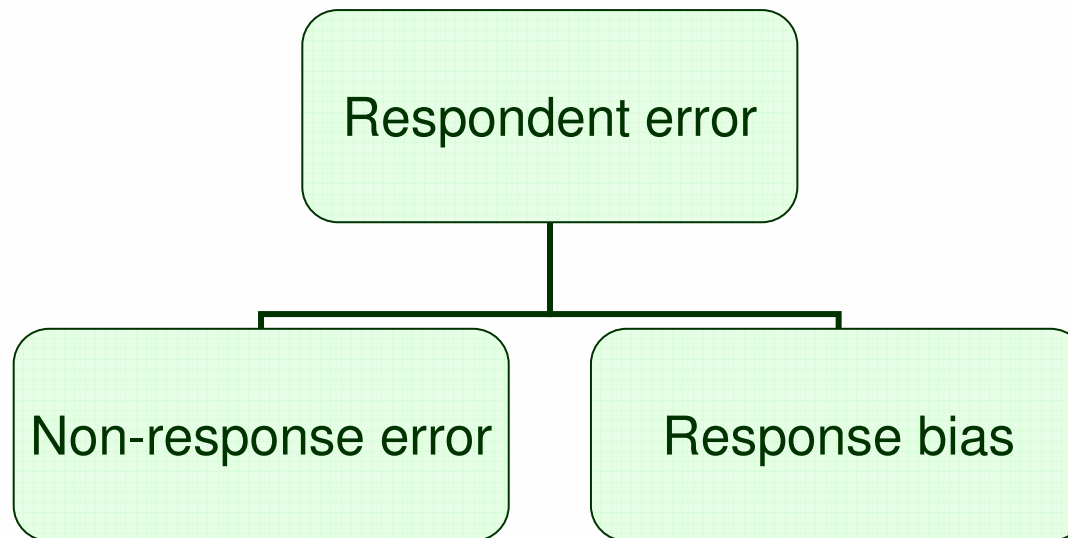
- The difference between the result of a sample and the result of census conducted using identical procedures.
- A statistical fluctuation that occurs because of chance of variation in the elements selected for a sample.

Systematic error

- Imperfect research design
- Also called non-sampling errors
- Classified broadly into: Respondent error and administrative error

Respondent error

- Quality of research is based on truthful answers by respondent.



Non-response error

- Certain percentage will not reply
- Do the non-respondent have the same opinion as the respondent?

Non-response error, continue

- Contacting the non-respondent
- Comparing non-respondent with respondent or with target population
- Be sure that non-respondent don't have different answers!

Non-response error, continue

- Self-selection bias
 - A bias that occurs because people who feel strongly about a subject are more likely to respond to survey questions than people who feel indifferent about that subject.

Response bias

- Respondents answer in certain direction

Deliberate falsification

- Respondents deliberately give false answers
- Appears intelligent, avoid embarrassment, etc

Example, employee satisfaction form

- Distributed in hard copy
- No name is required to recorded
- Still they feel that management is looking after each employee!

Unconscious misrepresentation

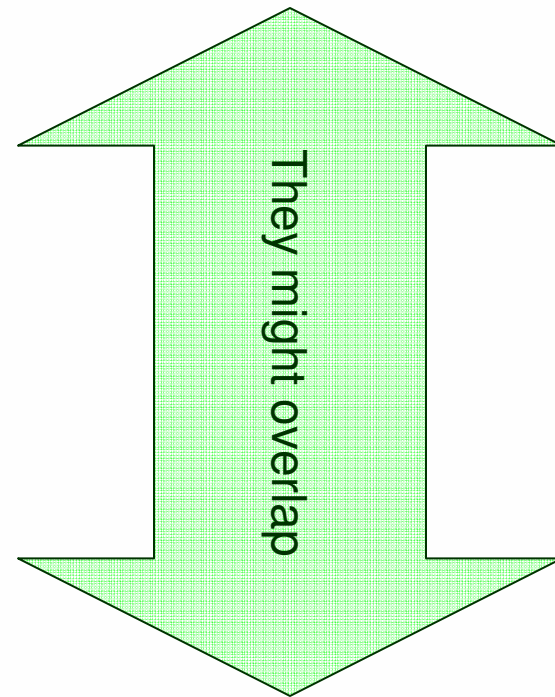
- Giving false answers unconsciously

Unconscious misrepresentation, example

- Two in-flight surveys concerning aircraft preference
- Passengers on each flight prefer the type that they currently flying with!

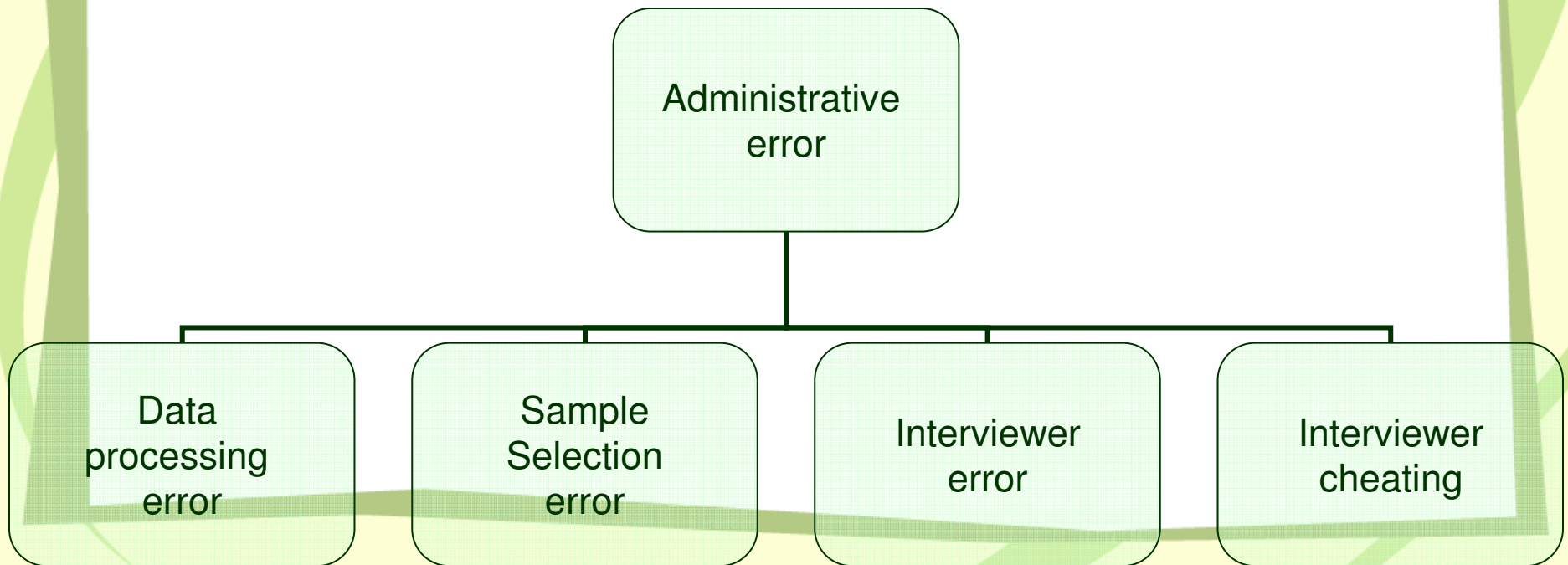
Types of response bias

- Acquiescence bias
- Extremity bias
- Interviewer bias
- Auspices bias
- Social desirability bias



Administrative error

- An error caused by the improper administration or execution of a research task.



Data processing error

- A category of administrative error that occurs because of incorrect data entry, incorrect computer programming, or other error during data analysis.

Sample selection error

- An administrative error caused by improper selection of a sample
- e.g., stopping respondents during day time hours in shopping centers exclude working people.

Interviewer error

- An administrative error caused by failure of an interviewer to record responses correctly.

Interviewer cheating

- The practice of filling in fake answers or falsifying questionnaires while working as an interviewer.

Rule of thumb estimates for systematic error

- Conservative method based on previous research or experience
- Use benchmark figures or standards for comparisons
- Present both actual finding and researcher interpretation

Learning Game Placeholder

Learning Game: Choices

Title: Bias

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End of Chapter 9