How Do I Bring My Survey Research Idea to the Field?

How Much Will it Cost?

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IT / Systems Engineer
• Founded in 1967
• Capable of implementing national computer-assisted in-person surveys
• Specialize in urban and vulnerable population reach and tracing
• Occupies 12,000 feet of newly renovated space, including a 40-seat call center
• HIPPA and FERPA compliant

• Experience with:
  – Random Digit Dial (RDD) telephone and dual-frame surveys
  – National household Address Based Sampling (ABS) door-to-door
  – Web and interactive voice recognition surveys
1) We want to learn something about somebody

- **Something:**
  - Human behaviors
  - Social networks and interactions
  - Perceptions and attitudes
  - Beliefs (political, religious, philosophical)
  - Health and Wellness

- **Somebody:**
  - General US population
  - Regional / Metro populations
  - Single mothers
  - Prisoners released on parole
  - College students
  - Consumers of goods and services
What is Survey Research?

What do we want to learn?
- Define Constructs
- Questionnaire Design
- Questionnaire Testing

Who do we want to learn about?
- Hypothetical Population
- Sampling Frame
- Sample Selection

How do we want to collect the data?
- Phone
- Face-to-Face
- Web
- Where do we reach them?
- Weight the Data?

How do we want to analyze the data?
- Apply Weights?
- Descriptive, Predictive, Causal
- Generalize to Hypothetical Population with Confidence
# Pitfalls in Survey Research – To Err is Human

## Total Survey Error

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- **Data Editing & Compilation**
- **Imputation & Weighting**
- **Analysis of Survey Data**
- **Interpretation & Action Plans**
Ways to Minimize Survey Error

• **Sample Coverage Bias**— Sampling Frame Integrity
  - What is a sampling frame? It’s just a list of phone numbers, addresses, emails, contacts. Coverage bias occurs when we are missing people of interest to begin with.
  - **SOLUTIONS?** Use RDD or ABS frames OR census of a finite group

• **Non-Response Bias** — Bias in the results due to traits of the respondents differing from the non-respondents in some meaningful way.
  - What is a *meaningful way*? Traits related to the outcome of interest.
  - **SOLUTIONS?** Pre-notification, Multiple attempts, Follow-ups, Post-stratification weighting
Ways to Minimize Survey Errors

• Measurement Error – Instrument Integrity
  • Bias occurs when concepts are ill-defined, questionnaires are not tested, do not have good psychometric properties (reliability, validity)
    - SOLUTION 1 Use previously tested instruments or pilot test your instruments
    - SOLUTION 2 Use a reputable call center / interviewers with standard protocols and training

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A Few Other ISR Services

- Sample Sizes and Power Analyses
- Questionnaire Design Support
- Focus Group Support
- Sampling Statistician
  - Sampling Design
  - Weighting
- Budget Support
Case Study Examples

1. Psychology
   - Interview Parents
   - Random Digit Dial

2. Criminal Justice
   - Crime Perception Survey
   - Address Based Sample

3. Social Work Longitudinal Survey
   - Mental Health of Parolees
   - Snowball, Convenience Sample
Writing a grant proposal to fund a project that will require me to survey via telephone or internet two samples: one that is representative of the Boston, MA area and one that is representative of the Syracuse NY area. Each sample would comprise 500 adults who are parents of at least one child in the 6 to 12 age range.

Would ISR be interested in implementing such a project should it be funded? If so, do you have the capacity to have forms answered via Internet?
When you say Boston and Syracuse area, do you mean a predetermined set of zip codes in the city and/or surrounding counties? (Need this to generate a telephone sampling frame)

Would you want to run a dual-frame telephone frame (to include cell phone only households?)

You need 500 completed interviews from each region who are a parent so the would require screening. Do you care if you speak to the mother or father or any parent that answers the phone?

How long is the interview?

How complex is the instrument? (Many skip patterns, diagnostic instrument?)

The only way to do a reliable internet sample is to ask for emails when we screen households and then allow the respondent the option to reply by either phone or internet. We do this often. Unless you have some way to get an email sampling frame from the areas, they don’t exist. A huge limitation to random (representative) samples right now for web surveys.

Is this a once and done survey or any follow-ups?

Would you be post-weighting the sample to any particular demographics?
How much does it cost?

- Purchase dual frame RDD sample including cell phone only sample
- Complete 1000 interviews
  - 500 in Boston
  - 500 in Syracuse
- Screen for parent in each HU with the most contact with the child.
  - HU Incidence rate for children age 6-12
    - Boston < 11%
    - Syracuse < 13%
- Program instrument and conduct training with call center staff.
  - 21,000 numbers to screen
  - 20 minute interview
    - 60% cooperation rate
    - ????
Can ISR estimate a ballpark cost for a crime survey across Philadelphia which would get a reasonable response rate per each of 21 districts? Maybe 1000 in total?

Whichever way is more effective .... In person on the street I'm guessing...?
Survey goal would be a city-wide face to face resident perception of crime survey? *Need details to generate an Address Based Sampling frame.*
- Survey length? Complexity?
- Total response completions of 1000 be evenly across all 21 districts?
- Does an address-based sampling frame with police district overlay already exist?
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<td>2</td>
<td>Pre-testing</td>
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<td>3</td>
<td>Program 20 min instrument and conduct training with field staff.</td>
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**How much does it cost?**

- Sampling Statistician
- Crime Survey cooperation rate increases.
- Data Collection

- How much does it cost?
Writing a R01 proposal to examine untreated depression among formerly incarcerated men of color in New York and Philadelphia.

We will like to explore the possibility of ISR going with us in this proposal conducting the data collection?
ISR Planning Session

- Overall Design:
  - Sample recruitment – *Respondent Driven Sampling*
  - Survey length
  - Number of follow-ups
  - Length of time between follow-ups
  - Timetable for data collection

- Recommendations of incentive for survey completion and tracing procedures between follow-up to increase response rates
PI Respondent recruitment: Staggered? Monthly recruit expectations? *That directly determines how many field interviewers and how long we need them.*

- Will recruitment span over 2 or 3 years since the field period lags for a year out?
- Instrument length: Baseline survey recommendation under 90 minutes, anything longer could be a deterrent to future follow-up participation.
- Instrument complexity: Will there be multiple skip patterns? Will you be collecting series or rostered data?
- $100 incentive per interview is a great tool to entice check-in and encourage participation. ($400 total for 4 interviews is a good package for prospective respondents.)
- The key to success is collecting the locator information at the same time as recruitment. ISR can makes the monthly contact (email and/or phone) between follow-ups. If a respondent is unreachable, ISR can physically send out an interviewer already in the field to make contact.

- Equipment is the only cost to consider when thinking about parallel data collection.
- ISR has a team of professional interviewers, we find personality traits are a better indicator than age and student status of field interviewer success.
| Model 1: 4 years data collection | 20 monthly recruits | 1 site at a time | ?? |
| Model 2: 2 years data collection | 20 monthly recruits | 2 sites simultaneously | ?? |
| Model 3: 2 years data collection | 35 monthly recruits | 2 sites simultaneously | ?? |
| Model 4: 4 years data collection | 35 monthly recruits | 1 site at a time | ?? |
| Model 5: 2 years data collection | 20 monthly recruits | 4-month staggered site launch | ???? |
Why So Expensive?

You Pay for The Science

Science
My Dear Watson
Wrap-Up / Questions

- If time permits we can work through an idea in the audience or in small groups

- Questions?

- Ideas for follow-up seminars?

- www.temple.edu/isr