

statements or the tendency to answer questions in a way that puts the participant in a positive light.

18. Spending a little time deciding how to code your questionnaire before you administer it can save a great deal of time later on.
19. Both random and proportionate stratified random sampling allow you to make statistical inferences from your data.
20. Participants in survey research should be treated with the same respect as human participants in any other kind of study.

KEY TERMS

95% confidence interval (p. 320)	leading questions (p. 303)	random sampling (p. 309)
chi-square (χ^2) test (p. 325)	likert-type items (p. 298)	response set (p. 285)
convenience sampling (p. 312)	nominal-dichotomous items (p. 297)	retrospective self-reports (p. 284)
demand characteristics (p. 285)	nonresponse bias (p. 286)	self-administered questionnaires (p. 286)
demographics (p. 280)	null hypothesis (p. 320)	semistructured interview (p. 301)
descriptive hypothesis (p. 281)	open-ended questions (p. 300)	social desirability bias (p. 285)
dichotomous questions (p. 297)	parameter estimation (p. 320)	standard error of the mean (p. 320)
double-barreled question (p. 303)	parameters (p. 320)	statistically significant (p. 320)
factor analysis (p. 323)	population (p. 276)	structured interview (p. 301)
fixed-alternative questions (p. 297)	power (p. 298)	summated score (p. 299)
hypothesis testing (p. 320)	proportionate stratified random sampling (p. 311)	survey (p. 276)
interview (p. 286)	questionnaire (p. 286)	unstructured interview (p. 302)
interviewer bias (p. 291)	quota sampling (p. 313)	
	random digit dialing (p. 292)	

EXERCISES

1. You probably have participated in many surveys. For one of those surveys, answer the following questions:
 - a. What was the topic of the survey?
 - b. What do you think the hypothesis was?
 - c. Did they use an oral interview or a written questionnaire? Do you think they made the right choice? Why or why not?
2. State a hypothesis that can be tested by administering a survey. Why is a survey a good way to test your hypothesis? (If you are having trouble generating a hypothesis, Omarzu [2004] suggests thinking of doing a survey that would provide useful information to your school or to the psychology department.)
3. Is an interview or a questionnaire the best way to test your hypothesis? Why?
4. For the three basic question formats, list their advantages and disadvantages.
5. Write three nominal-dichotomous questions that might help you test your hypothesis.
6. Write three Likert-type questions that might help you test your hypothesis.
7. A Gallup/CNN poll asked, "How likely do you think it is that Democrats in the Senate would attempt to block Bush's nominee for inappropriate political reasons." Which two of this chapter's nine tips for writing questions did this question violate? Rewrite the question to improve its validity.
8. A former president of the Association for Psychological Science wrote, "Sampling ain't simple" (Gernsbacher, 2007, p. 13). Explain why that is a true statement. What questions

would you ask of a sample to determine how much to trust that sample?

9. Why can you make statistical inferences from data obtained from a random sample?
10. Why might having participants sign informed consent statements (a statement that they had been informed of the nature of the study, the risks and benefits of the study, the participants' right to refuse to be in the study, the

participants' right to quit the survey at any point, and the participants' right to confidentiality) make a survey research study less ethical? (Hints: Under what circumstances does the APA ethical code not require informed consent for surveys [see Appendix D]? Under what circumstances would requiring informed consent reduce the value of the survey without providing any benefits to participants?)



WEB RESOURCES

1. Go to the Chapter 8 section of the book's student website and
 - a. Look over the concept map of the key terms.
 - b. Test yourself on the key terms.
 - c. Take the Chapter 8 Practice Quiz.
2. If you are ready to draft a method section, click on the "Method Section Tips" link.
3. If you want to have a better understanding of correlation coefficients, click on the "Correlator" link.
4. Use the sample data and the statistical calculators available from the "Evaluate a Questionnaire" link to evaluate the reliability and construct validity of a questionnaire.
5. Use the sample data and the statistical calculators available from the "Analyzing Results" link to practice analyzing and interpreting data from a survey. If you wish, you can also use that link to find out how to use multiple regression to analyze survey responses.