

Lab 4

Survey Design

Instructions

The purpose of the exercise is to develop a survey of mothers to assess factors affecting whether or not they have their children immunized. In the course of the exercise you will:

- Translate a conceptual model into a survey instrument
- Identify specific variables of interest
- Operationalize variables to measures
- Practice writing questions

A conceptual model for immunizing children will be found below. Use it to help decide how you would design your survey and what questions you would include. There are three tasks in this exercise:

- Develop a partial design for the survey
 - Specify the composition of the sample: Who will the respondents be? How will they will be selected? Will there be any exclusion criteria and if so, why?
 - What data collection method will be used (mail, phone, in-person)? What factors influenced your choice, i.e., was it based on budget, respondent characteristics, response rate concerns, or something else?.
- Describe the content and structure of your questionnaire
 - What topics will be covered, e.g., health status, satisfaction, demographic characteristics?
 - In what order will the topics appear in the questionnaire?
- Pick one topic and write 3-4 questions. Be prepared to explain the following for each:
 - What is the relevance of the question to the model?
 - What are the pros and cons of alternative question forms (open-ended, closed-ended)?
 - What response options would be appropriate (how many, what categories to use)?
 - What variables might be generated from the question?

