

This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike License](https://creativecommons.org/licenses/by-nc-sa/4.0/). Your use of this material constitutes acceptance of that license and the conditions of use of materials on this site.



Copyright 2012, The Johns Hopkins University and Freya Sonenstein. All rights reserved. Use of these materials permitted only in accordance with license rights granted. Materials provided "AS IS"; no representations or warranties provided. User assumes all responsibility for use, and all liability related thereto, and must independently review all materials for accuracy and efficacy. May contain materials owned by others. User is responsible for obtaining permissions for use from third parties as needed.

Issues in Survey Research Design

Choice of Topic

- Earlier this month, Former Massachusetts Gov. [Mitt Romney](#) had a 12-point lead over Former House Speaker [Newt Gingrich](#) in Florida **Republican primary** polling.
- Now Romney and Gingrich are tied, according to a Quinnipiac University poll [released](#) today.
 - 36% for Romney
 - 34% for Gingrich
 - 13% for Santorum
 - 10% Paul
- among likely voters in the Florida Republican primary for president. The 2% falls within the poll's margin of error, so essentially they are tied.

From Jan. 19–23, Quinnipiac University surveyed 601 Republican likely primary voters with a margin of error of +/- 4%.

The survey includes 254 voters surveyed Jan. 19–21, before South Carolina results were announced, with a margin of error of +/- 6.2%, and 347 voters surveyed Jan. 22–23, after the South Carolina results, with a margin of error of +/- 5.3%.

Elements of Minimal Disclosure AAPOR Code

- Sponsor and who conducted
- Exact wording of questions
- Definition of population studied and sampling frame
- Sample selection procedures
- Size of sample, completion rates, eligibility criteria and screening procedures
- Precision of findings and description of estimating procedure
- Which results based on partial samples
- Method, location and dates of data collection

Housekeeping

- Assign sample description articles for discussion next class
- Project topics

A survey to study "beliefs, perspectives and conceptions on obesity during pregnancy in the Medicaid managed care population who access OB/GYN services at Johns Hopkins Hospital and affiliated clinics." Goldshore

individual and structural sources of HIV and STI risk for adolescents and young adult former prisoners as they re-enter their communities in the US. Moore

program evaluation of a structural intervention of a community mobilization project in a impoverished neighborhood greatly impacted by incarceration and crime that involves mobilizing residents and ex-offenders to improve the community. Moore

attending physician workload and the quality and safety of patient care. Michtalik & Jacquet (?)

Emergency Department staff (MDs and RNs) and refugee patients in the ED (or patients for whom english is a second language) about cultural barriers and language barriers, use of interpreters (or lack thereof), reasoning behind lack of use of interpreters, Jacquet

a **reproductive health survey for women in** rural eastern Sudan. Some of the issues that would need to be included are female genital cutting, maternal morbidity/mortality, contraceptive preferences Bohren & Kirk?

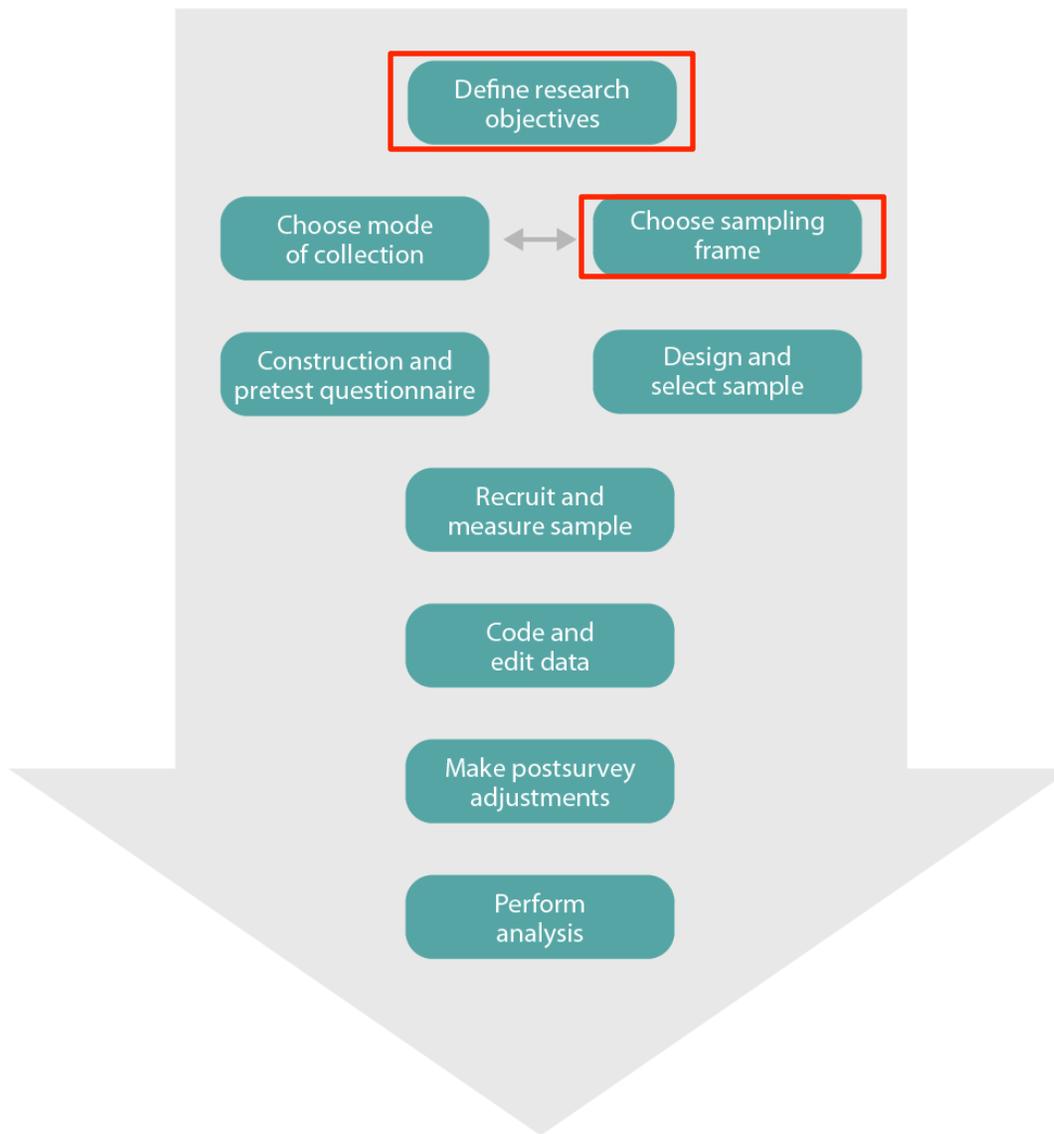
the prevalence of and attitudes towards couples' joint contraceptive decision-making among patients accessing federally-funded family planning clinics in Baltimore County
Waks

improving implementation of school health and would like to design an instrument to assess school-level capacity/barriers to high-quality, coordinated programming
Carrington

a survey for teen parents in Baltimore City on how they feed their children. Factors to consider would include cultural beliefs, food availability in their area, transportation, and education/employment status. However, I'm very flexible within the main topics of food access for young children
Rosen

I'm interested in developing a survey to assess beliefs about tobacco use and cessation behaviors among recently diagnosed TB patients (who either smoke cigarettes or recently quit as a result of their illness), particularly in LMICs
Elf

Steps in Research Design



Not as linear or
As sequential as
this figure suggests

Framing a Research Question

- What is the distribution of people thinking, doing X (Description)
- What is the relationship between X and Y (Explanation)
- Other considerations:
 - Who
 - What
 - When
 - Where
 - How
- Ethics

Surveys not the only way to collect data

Description

Explanation

No
Generalization

Small Group/Community
Indepth Interviews
Key informant interviews
Administrative data
Feasibility studies

Historical case study
Focused interviews
Human lab. experiments
Quasi-experiment/
comparison

Generalization

Census
Sample Surveys
--single cross section
--repeated cross section
--panel studies

Experiment/Quasi
experiment
Multivariate analysis/
simulation (better with
longitudinal data)

Advantages/Disadvantages of Sample Surveys

- Advantages
 - Generalizability
 - Quantitative
 - Contemporary
 - Replicable
- Disadvantages
 - Superficial
 - Obtrusive
 - Structured-not flexible
 - Based on self report
 - Expensive

Examples from Class

- The overall goal of this study is to:
- In particular the study aims/objectives will be to examine:
 - 1
 - 2
 - 3
- This study is significant because:

Conceptual Model

- How you see the concepts in your research objectives are related to one another
(Concept: something that somebody has thought up, or that somebody might be able to imagine)
- Should be able to diagram relationships

Class Diagrams

- Explanatory Example
- Descriptive Example

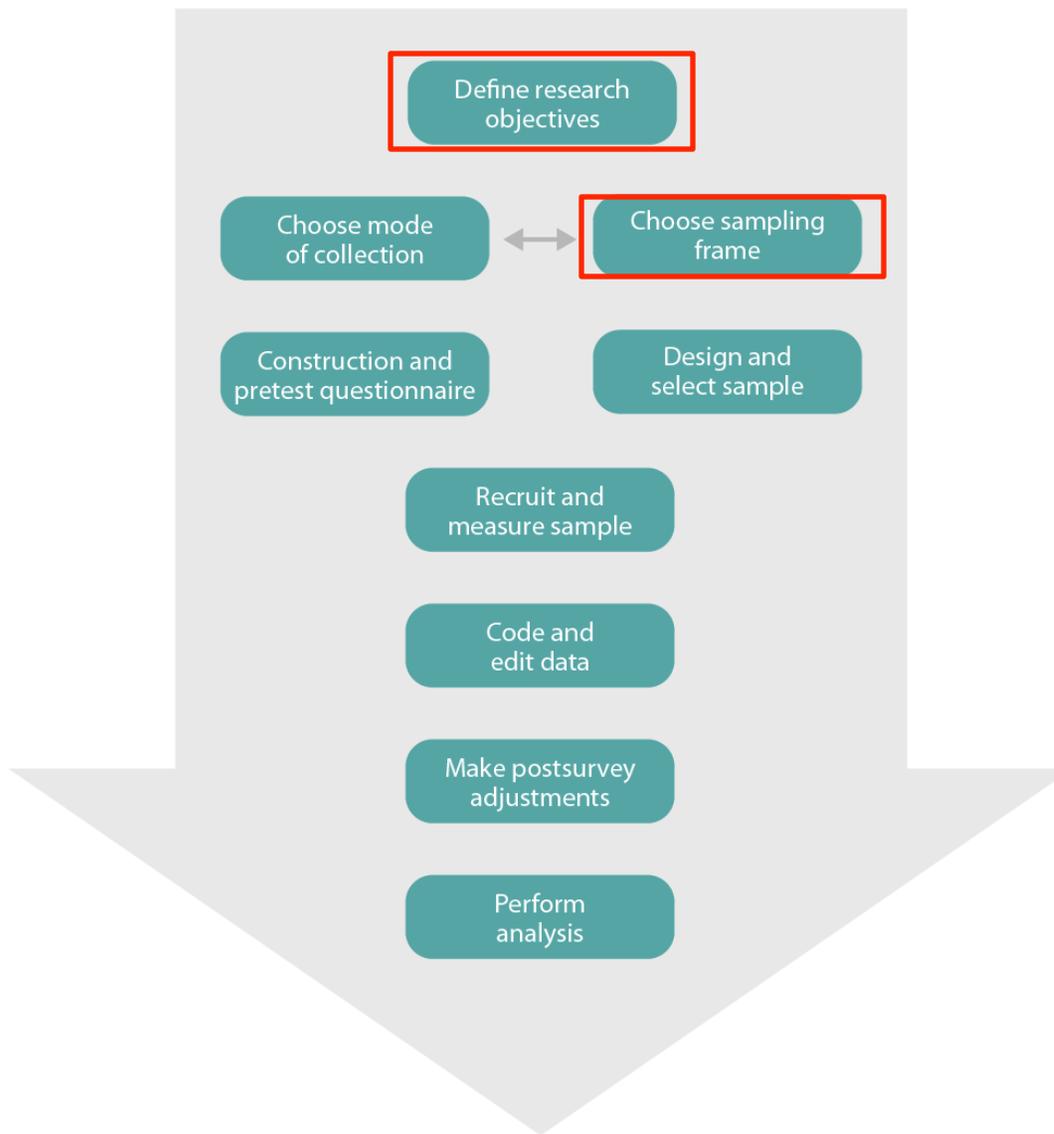
Principles

- 1. Choose design that fits goals and objectives of the study
- 2. Consider mixture of approaches
- 3. Don't do a survey if the information you need already exists
- 4: Do a survey that minimizes sources of error
- 5: It is unethical to place burden on respondents if information collected is not used or is not usable

Other Potential Sources of Info You Need

- National Center for Health Statistics
- US Census (including Current Population Survey)
- CDC (including Youth Risk Behavior Survey, BRFSS)
- Department of Education
- NIH
- NLSY, PSID, SIP,
- Others—Also see textbook

Steps in Research Design



Not as linear or
As sequential as
this figure suggests