Prepare Items for Questionnaire of Interview

- How to prepare test items?
- Pilot test absolutely essential
- Pilot helps to determine whether items are worded properly
  - Questions should not narrow answers
  - Questions should not lead answers
  - Use many different questions to cover the various issues
  - Ask your questions explicitly to avoid misunderstanding

Poor questions examples on worker's opinions about their managers

- Q: How do you fell about the manager?
  __I like him __I dislike him

- Q: Do you agree that the manager has an annoying style?
  __Yes __No

- Q: Do you approve of the way the manager is handling her duties?
  ___Yes ___No

- Q: Do you agree with manager's philosophy?
  ___Yes ___No

Prepare Items for Questionnaire of Interview

- How to identify such problems?
  - Analyze reliability of items (e.g. summated rating method)
  - Ask exploratory questions
    - e.g. What was in your mind when you said …?
    - Would you feel differently if it is read …?
  - Ask participants to rate their confidence in their answers.
  - Ask their feelings about a topic.

Prepare Items for Questionnaire of Interview

- Using open-ended or structured items?
- Wording of items
  - Critical incident technique
  - Respondent describes an actual incident
  - Ask respondents very specific questions

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Questionnaires vs. Face-to-Face Interview

- Questionnaires
  - Efficiently administered
  - Economical
  - Anonymity
- Face-to-face
  - Sensitive issues
  - Clarify questions
  - Flexibility

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Interviews

- Interview schedule
  - Questions and their order to be asked in an interview
- Pilot testing for an interview
  - State objectives of research
  - Plan to recruit interviewees
  - Structure the interview schedule
  - Testing and making revisions

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Telephone Interviews

- Advantages
  - Allows for a quick turn-around
  - Refusal rates may be lower
- Disadvantages
  - Interviewing restricted to only households that have a phone and that answer the phone
  - Fewer, and less probing questions can be asked
  - Respondents more impatient to conclude a telephone interview

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Behavioral Diaries

- Respondents keep diaries of certain events when they occur
- Respondent records thoughts, feelings, and behaviors at certain time periods
- More reliable than questionnaires or interviews
  - e.g. Number of white lies you tell each day.

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Example of a Behavioral Diary

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Multiple choice questions

- A researcher at Southwestern University decides to use self-report methods in his study of caffeine use. His survey contains the following item:

  In this past week, did you drink any coffee?

  __Yes __No

This is an example of
- A) open-ended question
- B) fixed-choice question
- C) a neutrally worded question
- D) a negatively worded question

Multiple choice questions

- A researcher at Cankaya University is conducting a study of the self-concept of college students. His survey contains the following item:

"In your own words, please describe your self-concept. In other words, what kind of person are you?"

This is an example of
- A) open-ended question
- B) fixed-choice question
- C) a neutrally worded question
- D) a negatively worded question

Multiple choice questions

- Some research participants are likely to agree with almost any question that is asked of them. This tendency is generally referred to as

- A) an acquiescent response set
- B) an affirmation bias
- C) a nonnegation tendency
- D) an affirmation tendency

Multiple choice questions

- To avoid problems with the "halo effect", a researcher might want to use

  - A) forced-choice scales
  - B) graphic rating scales
  - C) equally-appearing interval scales
  - D) segmented graphical scales

Multiple choice questions

- According to research on the semantic differential method, which of the following is a useful dimension of subjective meaning?

  - A) potency
  - B) activity
  - C) evaluation
  - D) all of the above

Multiple choice questions

- Observers often assume that, if a person is physically attractive, he or she also has many other positive qualities, including being intelligent and outgoing. This is an example of

  - A) the error of central tendency
  - B) the halo effect
  - C) the error of misperception
  - D) none of the above

Multiple choice questions

- Which of the following also known as the method of summated ratings?

  - A) the semantic differential method
  - B) the Thurstone method
  - C) the Likert method
  - D) the graphic rating method

Multiple choice questions

- Which of the method is known as method of equally appearing intervals?

  - A) the semantic differential method
  - B) the Thurstone method
  - C) the Likert method
  - D) the graphic rating method

Multiple choice questions

- A researcher at Cankaya University wants to ask subjects the following question during an interview: "Describe as fully and concretely as possible a real situation that was important to you in which you acted in some way that was a cover for your true feelings." This is an example of
  - A) a self-recorded diary
  - B) the critical incident technique
  - C) the semantic differential method
  - D) an interview schedule

Discussion Questions

- An Cankaya University student wants to develop numerical and graphical items to measure attitudes about abortion. What advice would you give the student on how to get started?

Discussion Questions

- A student at Cankaya University wants to use semantic differential to study people's reactions to certain *Hurriyet* advertisements. If you were this student, how would you design this instrument?

Discussion Questions

- A student at Cankaya University wants to develop a Thurstone scale to measure attitudes about eliminating final exams for graduate students. Describe the steps she will need to take in developing this scale.

Discussion Questions

- Which rating error of each description represents
  - A) rating too positively someone you know
  - B) tending to respond in an affirmative direction
  - C) not using the extremes of a scale
  - D) rating a central trait and other traits in the same way
- Describe how to avoid these rating errors.

Discussion Questions

- Another student at Cankaya University wants to develop a Likert scale to measure attitudes about eliminating final exams for graduate students. Describe the steps he will need to take in developing this scale.

Discussion Questions

- What is the major advantage of the behavioral dairy method over using a questionnaire?