

# Chapter 7

## Evaluating Survey Data Collection Methods

# Learning Objectives

- To learn the four basic alternative modes for gathering survey data
- To understand the advantages and disadvantages of each of the various data collection modes
- To comprehend the factors researchers consider when choosing a particular survey method
- To become knowledgeable about the details of different types of survey data collection methods, such as personal interviews, telephone interviews, and computer-administered interviews, including online surveys

## "WHERE WE ARE"

- 1 Establish the need for marketing research.
- 2 Define the problem.
- 3 Establish research objectives.
- 4 Determine research design.
- 5 Identify information types and sources.
- 6 Determine methods of accessing data.
- 7 Design data-collection forms.
- 8 Determine the sample plan and size.
- 9 Collect data.
- 10 Analyze data.
- 11 Prepare and present the final research report.

# Contemporary Survey



# Surveys

- A **survey** involves interviews with a large number of respondents using a predesigned questionnaire.
- **Four basic survey methods:**
  - 1-Person-administered surveys
  - 2-Computer-assisted surveys
  - 3-Self-administered surveys
  - 4-Mixed-mode (hybrid) surveys

# Advantages of Surveys

1-Standardization

2-Ease of administration

3-Ability to tap the “unseen”

4-Suitability to tabulation and statistical analysis

5-Sensitivity to subgroup differences

**TABLE 7.1** Five Advantages of Surveys

Advantage	Description
Provides standardization	All respondents react to questions worded identically and presented in the same order. Response options (scales) are the same, too.
Easy to administer	Interviewers read questions to respondents and record their answers quickly and easily. In many cases, the respondents read and respond to the questionnaires themselves.
Gets “beneath the surface”	While not as detailed as in-depth interviews or focus groups, it is common to ask questions about motives, circumstances, sequences of events, or mental deliberations, none of which are available in observation studies
Easy to analyze	Standardization and computer processing allow for quick tallies, cross tabulations, and other statistical analyses despite large sample sizes.
Reveals subgroup differences	Respondents can be divided into segments or subgroups (e.g., users vs. nonusers or age-groups) for comparisons in the search for meaningful differences.

# Data Collection Modes

**1-Person administered Surveys:** an interviewer reads questions, either face-to-face or over the telephone, to the respondent and records his or her answers.

- **Advantages:**
  - Feedback
  - Rapport
  - Quality control
  - Adaptability

- **Disadvantages:**

- a) Humans make errors

- b) Slow speed

- c) High cost

- d) Interview evaluation: apprehensive they are answering the question “correctly.” Feel they are being “evaluated.” Especially a problem with sensitive topics such as hygiene, finances, political opinions, etc.

**2- Computer-Assisted Surveys;** the interviewer basically verbalizes the question while relying to some degree on computer technology to facilitate the interview work.

● **Advantages:**

- Speed
- Relatively error-free interviews
- Use of pictures, videos, and graphic
- Quick capture of data

- **Disadvantages:**

- Technical skills may be required

- Setup costs can be high

**3-Self-administered:** the respondent completes the survey on his or her own.

-Traditional “paper and pencil” survey

- **Advantages:**

- Reduced cost
- Respondents control pace at which they answer
- No interview-evaluation apprehension

- **Disadvantages:**

- Respondent controls the survey—does not send in on time or does not send in.
- Lack of monitoring—no one to explain or encourage respondents.
- High questionnaire requirements—it must be perfect.

**4-Computer administered surveys:** a computer plays an integral role in posing the questions and recording respondents answers.

- **Advantages:**

- Breadth of user-friendly features
- Relatively inexpensive
- Reduction of interview evaluation concern in respondents

- **Disadvantages:**

- Requires computer-literate and Internet-connected respondents

**TABLE 7.2** Data Collection and Computer Technology

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	No computer	Computer
<b>Interviewer</b>	<b>Person administered</b> Interviewer reads questions and records the answers on paper.	<b>Computer assisted</b> Interviewer reads the questions and uses computer technology to record the answers and/or otherwise assist in the interview.
<b>No interviewer</b>	<b>Self-administered</b> Respondent reads the questions on a page and responds by writing on the questionnaire.	<b>Computer administered</b> Computer communicates the questions and records the respondent's answers.

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**5-Mixed-mode surveys** use multiple data collection methods.

- It has become increasingly popular to use mixed-mode surveys in recent years.
- **Advantages:**
  - Multiple advantages to achieve data collection goal
  - Example: May use online surveys to quickly reach portion of population with Internet access and may use telephone calling to reach those without Internet access.

- **Disadvantages:**
  - Mode affects response?
  - Additional complexity

**TABLE 7.3** Various Ways to Gather Data

	Data Collection Method	Description
PERSON-ADMINISTERED/ COMPUTER-ASSISTED SURVEY	<b>In-home interview</b>	The interviewer conducts the interview in the respondent's home. Appointments may be made ahead by telephone.
	<b>Mall-intercept interview</b>	Shoppers in a mall are approached and asked to take part in the survey. Questions may be asked in the mall or in the mall-intercept company's facilities located in the mall.
	<b>In-office interview</b>	The interviewer makes an appointment with business executives or managers to conduct the interview at the respondent's place of work.
	<b>Telephone interview</b>	Interviewers work in a data collection company's office using cubicles or work areas for each interviewer, usually reading questions on a computer monitor. Often the supervisor has the ability to "listen in" to interviews and to check that they are being conducted correctly.
COMPUTER-ADMINISTERED SURVEYS	<b>Fully automated interview</b>	A computer is programmed to administer the questions. Respondents interact with the computer and enter in their own answers by using a keyboard, by touching the screen, or by using some other means.
	<b>Online survey</b>	Respondents answer a questionnaire that resides on the Internet.
SELF-ADMINISTERED SURVEY	<b>Group self-administered survey</b>	Respondents take the survey in a group context. Each respondent works individually, but they meet as a group, which allows the researcher to economize.
	<b>Drop-off survey</b>	Questionnaires are left with the respondent to fill out. The administrator may return at a later time to pick up the completed questionnaire, or it may be mailed in.
	<b>Mail survey</b>	Questionnaires are mailed to prospective respondents who are asked to fill them out and return them by mail.

# Descriptions of Data Collection Methods

## First; Person-Administered Interviews;

- 1- **in-home survey** is conducted by an interviewer in the home of the respondent.
- In-home interviews are used when the survey requires respondents to see, read, touch, use, or interact with product prototype and when the researcher believes the security and comfort of respondents homes are important in affecting the quality of the data collected.

- **Key advantages:**

- Conducted in the privacy of the home, which facilitates interviewer–respondent rapport

## 2-Mall-Intercept Surveys

- The **mall-intercept** survey is one in which the respondent is encountered and questioned while he or she is visiting a shopping mall.
- **Key advantages:**
  - Mall-intercept interviews are conducted in large shopping malls, and they are less expensive per interview than are in-home interviews
- **Key disadvantages:**
  - Only mall patrons are interviewed.
  - Respondents may feel uncomfortable answering the questions in the mall.

# 3-In-Office Surveys

- **In-office surveys** take place in person while the respondent is in his or her office or perhaps in a company lounge area.
- **Key advantage:**
  - Useful for interviewing busy executives
- **Key disadvantages:**
  - Relatively high cost per interview
  - Gaining access is sometimes difficult

# 4- Telephone Surveys;

- **Central Location Telephone Surveying**

Involves a field data collection company installing several telephone lines at one location from which interviewers make calls.

- **Key advantages:**
  - Fast turnaround
  - Good quality control
  - Reasonable cost

- **Key disadvantage;**

1-The respondent cannot be shown anything or physically interact with the research object.

2-The telephone interview does not permit the interviewer to make the various judgments and evaluations that can be made by the in-person interviewer.

3-Marketing researchers are more limited in the quantity and type of information they can obtain.

4- The growing threat to its existence as a result of increased noncooperation by the public.

# CATI;

- The most advanced telephone interview companies have computerized the central location telephone interviewing process with systems called **computer-assisted telephone interviews (CATI)**.
- With CATI, the interviewer reads the questions on a computer screen and enters respondents answers directly in to the computer program.

- **Key advantages:**

- With CATI, the interviewer is the voice of the computers.

- Most CATI systems are programmed to reject wrong answers.

# Second : Computer- Administerd interviews

## 1-Fully Automated Survey

- Some companies have developed fully automated surveys in which the survey is administered by a computer but not online.
- In the research industry, this approach is known as completely automated telephone survey (CATS).

- **Key advantages:**
  - Respondent responds at his or her own pace
  - Computer data file results

## 2-Online Interviews;

- The **Internet-based questionnaire** in which the respondent answers questions online has become the industry standard for surveys.

- **Key advantages:**
  - Ease of creating and posting
  - Fast turnaround
  - Computer data file
  - Results
  
- **Key disadvantage:**
  - Marketing researchers were quick to realize that online surveys presented design challenges and opportunities related to fostering cooperation in potential respondents.

# Thirdly : Self-Administered Survey

**1- group self-administered survey** entails administering a questionnaire to respondents in groups rather than individually for convenience and to gain economies of scale.

- **Key advantages:**

- Cost of interviewer eliminated
- Economical for assembled groups of respondents

- **Key disadvantage:**

- Must find groups and secure permission to conduct the survey

**2- drop-off survey** is sometimes called “drop and collect,” in which the survey representative approaches a prospective respondent, introduces the general purpose of the survey to the prospect, and leaves it with the respondent to fill out on his or her own.

- **Key advantages:**

- Cost of interviewer eliminated
- Appropriate for local market surveys

- **Key disadvantage:**

- Generally not appropriate for large-scale national survey

**3- mail survey** is one in which the questions are mailed to prospective respondents who are asked to fill them out and return them to the researcher by mail.

- **Key disadvantage:**

- Nonresponse, which refers to questionnaires that are not returned
- Self-selection bias, which means that those who do respond are probably different from those who do not fill out the questionnaire and return it

**TABLE 7.4 Major Advantages and Disadvantages of Common Data Collection Methods**

Method	Major Advantages	Major Disadvantages	Comment
<b>In-home interview</b>	Conducted in privacy of the home, which facilitates interviewer–respondent rapport	Cost per interview can be high; interviewers must travel to respondent’s home	Often much information per interview is gathered
<b>Mall-intercept interview</b>	Fast and convenient data collection method	Only mall patrons are interviewed; respondents may feel uncomfortable answering questions in the mall	Mall-intercept company often has exclusive interview rights for that mall
<b>In-office interview</b>	Useful for interviewing busy executives or managers	Relatively high cost per interview; gaining access is sometimes difficult	Useful when respondents must examine prototypes or samples of products
<b>Telephone interview</b>	Fast turnaround; good quality control; reasonable cost. CATI eliminates human interviewer error; simultaneous data input to computer file; good quality control	Restricted to telephone communication; CATI setup costs can be high	Long-distance calling is not a problem
<b>Fully automated interview</b>	Respondent responds at his or her own pace; computer data file results	Respondent must be willing to respond to a “robo-call” format	Many variations are emerging
<b>Online survey</b>	Ease of creating and posting; fast turnaround; computer data file results	Respondent must have access to the Internet	Fastest-growing data collection method; very flexible; online analysis available
<b>Group self-administered survey</b>	Cost of interviewer eliminated; economical for assembled groups of respondents	Must find groups and secure permission to conduct the survey	Prone to errors of self-administered surveys; good for pretests or pilot tests
<b>Drop-off survey</b>	Cost of interviewer eliminated; appropriate for local market surveys	Generally not appropriate for large-scale national surveys	Many variations exist with respect to logistics and applications
<b>Mail survey</b>	Low cost per respondent	Slow and suffers from nonresponse and self-selection	Probably the least used data collection method

# Choice of Survey Method

- In selecting a data collection mode, the researcher balances quality cost , time, and other consideration.
- **How much time is there for data collection?**
  - Sometimes data must be collected quickly.
  - There are many reasons for tight.
- **How much money is there for data collection?**
  - We should know the budget of the compny.

- **What type of respondents interaction required?**
  - If respondents need to see, handle, or experience something, the data collection mode must accommodate these requirements.
- **What is the incidence rate?**
  - The incidence rate , the percentage of the population that possesses some characteristic necessary to be included in the survey, affects the decision about data collection mode.

- **Are there cultural and/or infrastructure considerations?**
  - Cultural norms and/or limitations of communications systems may limit the data collection mode choice.

