

# Strengths and weaknesses of survey administration methods

Instructions. For each of the eight listed aspects of survey administration:

1. Rate each survey type as either “low” or “high” for each aspect.
2. Circle the (generally) most desirable response for each aspect.

#	Aspects of survey administration	Type of survey	
		Self- administered survey	Interview (f2f or telephone)
1	Data collection and data entry cost and time		
2	Demand characteristics		
3	Risk of non-response and low response rate		
4	Access to a representative (and possibly widely dispersed) sample		
5	Data quality and richness per participant		
6	Anonymity		
7	Adjustability to accommodate cultural differences		
8	Suitability for young children or others with low literacy levels		

# Answers

The (generally) most desirable response for each aspect is in **bold**.

#	Aspects of survey administration	Type of survey	
		Self-administered survey	Interview (f2f or telephone)
1	Data collection and data entry cost and time	<b>Low</b>	High
2	Demand characteristics	<b>Low</b>	High
4	Risk of non-response and low response rate	High	<b>Low</b>
5	Access to a representative (and possibly widely dispersed) sample	<b>High</b>	Low
6	Data quality and richness per participant	Low	<b>High</b>
7	Anonymity	<b>High</b>	Low
9	Adjustability to accommodate cultural differences	Low	<b>High</b>
10	Suitability for young children or others with low literacy levels	Low	<b>High</b>

## References

Alreck, P. L., & Settle, R. B. (2004). *The survey research handbook* (3rd ed.). Boston: McGraw-Hill/Irwin (p. 32).

Nardi, P. (2006). Developing a questionnaire (Ch 4). In *Doing survey research: A guide to quantitative methods* (2nd ed.). Boston, MA: Pearson (pp. 66-71).