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The Survey Technique

Watch the lesson

Name _____ Class _____ Date _____

NOTES: FILL IN THE BLANKS WHILE YOU WATCH

Self-report bias

1. Surveys gather large amounts of data quickly but are vulnerable to _____: errors that occur when participants report on themselves.
2. _____ is when participants alter answers to present themselves favorably.
3. _____ is when participants rely on flawed memory to answer; objective data sources, like tracked activity logs, reduce it.

Fixes

4. Use _____ so a question doesn't suggest an expected answer: "How many hours a week do you exercise?" not "do you manage to get."
5. _____ reduces social pressure to give answers that make participants look good.

CHECK YOUR UNDERSTANDING

1. Employees asked how often they arrive late mostly report "never," but many can't remember precisely. Which fix would most directly reduce recall error?

(A) Ask the question face to face

(B) Add more questions about punctuality

(C) Check the company's time-clock records

(D) Use a smaller sample

2. A school counselor needs information on the sleep habits of all 2,000 students within a week and decides to use a survey. What is the main advantage of this choice, and its main risk?

(A) It establishes cause and effect; risk of recall error

(B) It eliminates bias; risk of taking too long

(C) Answers are always truthful; risk of a small sample

(D) It gathers a lot of data quickly; risk of self-report bias

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3. Using neutral wording, anonymity, and objective records whenever possible all aim to improve a survey study's:

(A) Sample size

(B) Validity

(C) Random assignment

(D) Effect size

NOTES

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