

SUMMARY

1. Surveys and questionnaires are the most common quantitative method used in communication research.
2. Often self-administered, surveys can be distributed in written format through the mail, the Web, or e-mail, or interviewers can ask questions face-to-face or over the phone.
3. Research questions or hypotheses drive the survey or questionnaire design.
4. Existing and established questionnaires can be used in some instances; otherwise, the researcher has to develop the questionnaire.
5. Recall cues, or stimulus statements, are needed to direct or restrict participants' responses.
6. Open questions allow the respondent to use his or her own words in responding to a question or statement.
7. Closed questions are complete with standardized response sets; respondents choose from the responses provided by the researcher.

8. Many closed questions can be adequately responded to using a 5-point or 7-point Likert-type response scale, and must be exhaustive as well as mutually exclusive.
9. How the survey looks can affect if and how respondents will answer; it should be uncluttered and readable and respondents should be told explicitly how and where to mark their responses.
10. Before using the survey in a research project, it should be pilot tested, or pretested.
11. Response rate, or the number of people who respond after they have been contacted to participate, should not be confused with sample size.
12. An aspect of reliability central to questionnaires is internal reliability, or the degree to which multiple questions or items consistently measure the same construct.
13. After data is collected, the researcher must analyze and interpret the data as a whole, rather than focusing on the responses of any individual.
14. Survey data are collected at one point in time, which weakens their predictive ability unless theoretical models have been developed before the survey data are collected.

KEY TERMS

behavior coding	pretesting
closed question	questionnaire
cognitive pretesting	recall cue
conventional pretesting	response rate
cross-sectional	self-administered survey
expert panel	self-reports
Likert-type scale	semantic differential scale
nonresponse	social desirability response
online survey	survey
open question	web survey
panel	
pilot testing	

See the website www.mhhe.com/keyton4 that accompanies this text. For each chapter, the site contains a:

- chapter outline
- chapter checklist
- chapter summary
- short multiple-choice quiz
- PowerPoint presentation created by Dr. Keyton

For a list of internet resources, visit <http://www.joannkeyton.com/CommunicationResearchMethods.htm>.