

ECO 230: Business Research and Communication
Class Exercise: Survey Approaches
Instructor: James Murray

Directions: Consider the four major methods to deliver a survey: *personal interview, telephone interview, mail survey, and web-based survey*. Based on the reading from **Chapter 10 of your textbook**, for each of the following outcomes, explain which survey method would perform the **worst** for that outcome, and which survey method would perform **best**.

- Use complete sentences in your responses.
- Be sure to include explanations in your responses.
- Type up your responses in a word-processing or pdf document.
- Upload to the appropriate D2L dropbox folder by **11:59 PM Tuesday, February 20**.

1. Response rate
2. Fully completed questionnaires
3. Low cost in terms of time and money
4. Opportunity for feedback between researcher and respondent
5. Ability to probe for deeper answers to questions (particularly important for exploratory and descriptive research)
6. Obtrusiveness
7. Ensuring anonymity for respondents
8. Ability to use visual aids to help respondents understand questions
9. Versatility to ask questions that are appropriate for each respondent
10. Possibility for respondent misunderstandings
11. Ability and ease to follow-up with individual respondents
12. Potential for deliberate response-bias