

## CHAPTER 8

### Survey Research: Questioning and Sampling

#### **Learning Objectives**

1. Describe the three general features of surveys.
2. Explain variations in survey designs by distinguishing between cross-sectional and longitudinal designs.
3. Compare the strengths and weaknesses of face-to-face, telephone, paper-and-pencil, computer-assisted, and mixed modes of data collection.
4. Describe the steps in the process of planning and conducting a survey and apply them to a research topic.
5. Evaluate surveys as a method of data collection, identifying their strengths and weaknesses.