

## Introduction to Surveys

### Glossary of Terms:

<b>Anonymity</b>	When there are no identifiers included in research materials that could link the data to individual participants.
<b>Confidentiality</b>	Right of privacy and of non-release of disclosed personal information.
<b>Convenience Sampling</b>	People who are available, volunteer or can be easily recruited are included in the sample.
<b>Cross-Sectional Survey</b>	Data is collected at one point in time from a sample selected to represent a larger population.
<b>Data Triangulation</b>	The use of multiple data sources.
<b>External Validity</b>	The extent to which the study results can be generalized to and across populations of persons, settings, times, outcomes and treatment variations.
<b>Generalize</b>	Make statements about a population based on sample data.
<b>Internal Validity</b>	The ability to infer that a causal relationship exists between two variables.
<b>Item Consistency</b>	Measures whether the responses for each question are consistent across constructs.
<b>Longitudinal Survey</b>	Surveys of sample populations or a cohort at different points in time.
<b>N</b>	The population size.
<b>n</b>	The sample size.
<b>Non-probability Sampling</b>	Process used to choose a sample with no regard for whether it represents the whole population.
<b>Population</b>	The target group under investigation, e.g. all students enrolled in first-year English courses. The population is the entire set under consideration.
<b>Proportional Stratified Sampling</b>	Type of stratified sampling in which the sample proportions are made to be the same as the population proportions on the stratification variable.
<b>Random Assignment</b>	Randomly assigning a set of people to different groups.
<b>Random Number Generator</b>	<a href="http://www.random.org/">http://www.random.org/</a>

<b>Random Sampling</b>	Process used to draw a sample of a population strictly by chance, yielding no discernible pattern other than chance. Random sample selection is used under the assumption that large enough samples assigned randomly will exhibit characteristics comparable to the whole population.
<b>Reliability</b>	The consistency or stability of test scores.
<b>Representative Sample</b>	A sample that resembles the population.
<b>Researcher Bias</b>	Obtaining results consistent with what the researcher wants to find.
<b>Response Rate</b>	The percentage of people in a sample that participate in a survey.
<b>Sample</b>	A subset of the population. Chosen to represent the whole population.
<b>Sampling</b>	The process of drawing a sample for a population.
<b>Simple Random Sample</b>	A sample drawn by a procedure in which every member of the population has an equal chance of being selected.
<b>Snowball Sampling</b>	Each research participant is asked to identify other potential research participants.
<b>Sample Size Calculator</b>	<a href="http://www.surveysystem.com/sscalc.htm">http://www.surveysystem.com/sscalc.htm</a>
<b>Standardization of Measurement</b>	Collecting the same information from every respondent.
<b>Stratified Sampling</b>	Dividing the population into mutually exclusive groups and then selecting a random sample from each group.
<b>Survey</b>	A research tool that includes at least one question which is either open-ended or close-ended and employs an oral or written method for asking these questions. The goal of a survey is to gain specific information about either a specific group or a representative sample of a particular group.
<b>Survey Research</b>	A term applied to non-experimental research based on questionnaires or interviews.
<b>Systematic Error</b>	An error that is present every time an instrument is used.