



Safety Perception Survey's: Interviewing & Sampling Method Considerations

Interviewing Methods

Each method has advantages and disadvantages.

Personal Interviews

An interview is called personal when the interviewer asks the questions face -to- face with the interviewee. Personal interviews can take place in the work environment that the individual is familiar with.

Advantages:

- In-depth and a high degree of confidence on the data.
- High rate of survey completion.
- Controlled situation.
- Individual behavior can be observed.
- Individual is comfortable within their territory or familiar surroundings.
- The ability to let the interviewee see and interact with the interviewer be made comfortable and asked questions which allows for more consideration of the answer and a higher rate of truthful answers.
- Skilled interviewers can often elicit longer or more complete answers than people will give on their own versus mail or email surveys. Interviewers can also ask for clarification of unclear responses.
- The ability to find the target population and verify what they are saying with follow up questions to others or observations of the work environment.
- Longer interviews are sometimes tolerated.
- If done by objective and unbiased “strangers” – one will elicit more information than if conducted by a “Company Representative”.
- Able to get supporting qualitative data.
- People feel they really have had a change to have “their say”.

Disadvantages:

- Personal interviews usually cost more per interview than other methods.
- Can be interviewer biased (thus having someone who is unbiased and objective – external to the organization to conduct decreases this)



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Interviewing & Sampling Method Considerations

Telephone Surveys

Surveying by telephone is the most popular interviewing method in most countries for sales.



Advantages:

- People can usually be contacted faster over the telephone than with other methods.
- In-depth and a high degree of confidence on the data.
- Skilled interviewers can often elicit longer or more complete answers than people will give on their own versus mail, and email surveys. Interviewers can also ask for clarification of unclear responses.
- 2nd best response rates.
- Central location allows for close supervision of interviewers and, therefore, a high degree of quality control.
- Questions can be repeated and interpreted.
- Lower costs than face-to-face interviews.
- Able to get supporting qualitative data.
- People feel they really have had a chance to have “their say”.

Disadvantages:

- Can be seen in the same light as telemarketers and give legitimate research a bad name.
- Consequently, many people are reluctant to answer phone interviews 100% truthfully as there is a fear of being taped or having the call screened.
- There is limited relationship building that you can do over the phone to put the person at ease with the questions.

Interviewing & Sampling Method Considerations

Mail Surveys

Advantages:

- Mail surveys are among the least expensive.
- Mail surveys allow the respondent to answer at their leisure, rather than at the often inconvenient moment they are contacted for a phone or personal interview. For this reason, they are not considered as intrusive as other kinds of interviews.



Disadvantages:

- Not seen as confidential by participants, as you have information on them when they return the paper.
- Time! Mail surveys take longer than other kinds. You will need to wait several weeks after mailing out questionnaires before you can be sure that you have gotten most of the responses.
- In populations of lower educational and literacy levels, response rates to mail surveys are often too small to be useful. Even in well-educated populations, response rates vary from as low as 3% up to 90%. As a rule of thumb, the best response levels are achieved from highly-educated people and people with a particular interest in the subject (which, depending on your target population, could lead to a biased sample).
- Can have people discussing response with others, versus giving their option

Interviewing & Sampling Method Considerations

Email Surveys



Email surveys are both very economical and very fast.

Advantages:

- Economical & Speedy - can gather several thousand responses within a short time.
- You can attach pictures and sound files.
- The novelty element of an email survey often stimulates higher response levels than ordinary “snail” mail surveys.

Disadvantages:

- Not seen as confidential by participants, as you have information on them as they return the email.
- Upfront costs to develop and send out - you must possess a list of email addresses.
- Can have people discussing response with others, versus giving their opinion.
- A number of people will give more honest answers to questions about sensitive topics, when giving their answers to a computer, instead of to a person or on paper.
- Some people will respond several times or pass questionnaires along to others to answer. Many programs have no check to eliminate people responding multiple times to bias the results.
- People may not see it as “Important email” and that would affect the response rate.
- Email surveys cannot automatically skip questions or randomize question or answer choice order or use other automatic techniques that can enhance surveys the way web page surveys can.

Interviewing & Sampling Method Considerations

Internet/Intranet (Web Page) Surveys

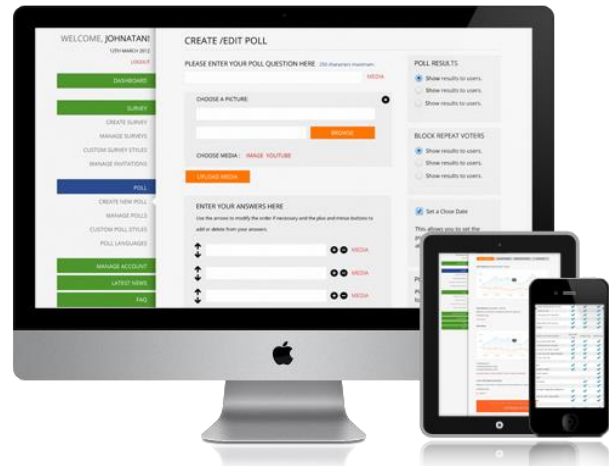
Web surveys such as survey Monkey are rapidly gaining popularity due to the ease and price associated.

Advantages:

- Web page surveys are extremely fast.
- Economical.
- Web page questionnaires can use complex question skipping logic, randomizations and other features not possible with paper questionnaires or most email surveys. These features can assure better data.
- Web page questionnaires can use colors, fonts and other formatting options not possible in most email surveys.
- A number of people will give more honest answers to questions about sensitive topics, when giving their answers to a computer, instead of to a person or on paper.
- On average, people give longer answers to open-ended questions on Web page questionnaires than they do on other kinds of self-administered surveys.

Disadvantages:

- Not seen as confidential by participants, as you have information on them as they return the questionnaire.
- Different literacy levels again can affect the participation rate.
- People can easily quit in the middle of a questionnaire. They are not as likely to complete a long questionnaire on the Web as they would be if talking with a good interviewer.
- If your survey pops up on a web page, you often have no control over who replies. Depending on your software, there is often no control over people responding multiple times to bias the results.



Interviewing & Sampling Method Considerations

Choice of Survey Methods

Your choice of survey method will depend on several factors. These include:

- **Quality:** Measuring human factors influence on topics such as Culture of an organization, you get more reliable and verifiable answers with personal interviews, then telephone interviews. Trying to quantify and verify an area that is subjective is more difficult to do when done by paper or computer methods.
- **Sensitive Questions:** People are more likely to answer sensitive questions when interviewed directly than by computer.
- **Cost:** Personal interviews are the most expensive followed by telephone and then mail. Email and Web page surveys are the least expensive for large samples.
- **Literacy, Comprehension levels and Cultural influence:** Less-educated or less computer based people rarely respond to mail or computer based surveys.
- **Speed:** Email and Web page are the fastest methods, followed by telephone interviewing. Mail surveys are the slowest.

Thus Options #1 or #2 is the best recommended for this project based upon these factors.



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Sampling Methodology

PROS	Sampling (Census/Total Population) Best when used for projects with large populations and no demographic segments within the population.	CONS
Smaller Initial Budget	Costs	Less Comprehensive Data: Typically requires that you spend more on consulting to identify problem areas. Sampling strategy should be designed by Statistician.
	Administration Logistics	More Complex Administration: Only some are surveyed, need to produce random selection guidelines, and deliver surveys only to those chosen, including alternates to replace those unable to participate from original list. Requires more logistical administration on behalf of the client to complete survey administration.
Can provide high level of confidence in the overall data if properly administered.	Overall Data	
	Demographic Level Data	You most likely lose the demographic level data, and will only be able to understand what the survey group as a whole is thinking. You will not easily identify who the issues belong to in order to address them.
PROS	Full Survey (Census/Total Population) Best measurement of a survey group. Recommended when you have demographic segments that must be considered within the group, as it produces enough participation in each segment to have reliable data for action planning.	CONS
More Comprehensive Data: Typically requires that you spend less on consulting to identify problem areas.	Costs	Larger Initial Budget
Simple Administration: Everyone is surveyed, no need to produce random selection guidelines and deliver surveys only to those chosen. Requires less logistical administration on behalf of the client to complete survey administration.	Administration Logistics	
Provides the highest level of confidence in the overall data with good participation.	Overall Data	
You will have very precise data on the participants' perceptions on the issues, and an understanding of where the issues are within your survey group.	Demographic Level Data	