

# Conducting Effective Telephone Surveys

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The gathering of information about recreational sports programs can take one of three forms — personal interviews, mail questionnaires, or telephone surveys. While each form of communication has its strengths and weaknesses, the telephone survey combines the best elements of the three alternatives. It is relatively inexpensive to conduct, requires little lead time to administer, allows for accurate target determination, and permits a large number of interviews per time frame. Thus the need for timely information on the most cost-efficient basis is met by the phone survey method.

Examples of such a survey were conducted in 1980 and 1986 by the Division of Recreational Sports at the University of Texas at Austin. The reasons for conducting the surveys were as follows:

1. To objectively evaluate the program areas of Recreational Sports and the services they provide.
2. To quantify the performance, attitudes, and opinions of students regarding specific programs and activities.
3. To question students about alternative funding sources for Recreational Sports programs (1980 only).
4. To solicit input on new facilities (1986 only).
5. To establish trends in participation for future planning (1986 only).

By examining the techniques and skills specific to phone interviewing and by pointing out the pitfalls peculiar to surveying college students using nonprofessionals, others may be able to take advantage of the telephone survey method.

## THE INTERVIEWING PROCESS

**Respondent Selection.** On college campuses interviews are with either students, faculty, or staff. By going through the appropriate university channels, a computer-generated randomly selected sample of the student population can be obtained for the survey. To determine sample size, the issues involved are degree of accuracy required, length and complexity of the interview, and money and time available. Two percent of the forty-eight thousand student body was used for both surveys in order to achieve a high degree of representation (more than 500 responses) while still keeping time and cost within a manageable range.

**Developing the Questionnaire.** The purpose of the questionnaire is to provide a framework for gather-

ing and recording information by multiple interviewers. The questionnaire must be coded so that data can be easily entered into a computer program for statistical analysis and later retrieval. The form and continuity of the questionnaire should be such that the transition from question to question is smooth and effectively holds the respondent's attention. Finally, questions should be clear and concise to avoid misunderstandings and confusion.

**Introduction.** The introduction of the questionnaire should be simple and brief, designed to stimulate response and dialogue. Identifying oneself by name, student status (if applicable), and affiliation with Recreational Sports provides a great opportunity to receive a positive response from the respondent to a request for "five or six minutes of your time."

**Questions.** A number of general, easy-answer, non-controversial questions at the beginning sets the stage for more in-depth questions at later stages of the interview. After the introduction, a quick review of the demographics of the respondent are followed with recognition and participation (Yes/No) questions. Specific areas of participation and opinion questions complete the questionnaire.

**Conclusion.** The conclusion of the questionnaire includes two key elements. One, a request to be able to "Call again if I've missed something" allows the interviewer or project director to recontact respondents for clarification or verification. Two, a sincere "Thank you very much for your help" conveys appreciation for the respondent's assistance. Many students are interested in the outcome of the survey, and a statement concerning when the data would be available for discussion should be provided to the interviewers.

## MAKING THE CALL

**Before the Call.** By this time certain events must have occurred. The respondent group, including phone numbers and demographic information, is compiled and the questionnaire is completed and ready for distribution. The next critical step is the selection and training of interviewers. Students, student employers, sport clubs, and staff members were used for the 1980 and 1986 survey. Individuals were paid a dollar (1980) or a dollar-and-a-half (1986) per completed survey.

The following recommendations are offered concerning the selection of interviewers:

*continued on next page*

# Professional Telephone Surveys

**Christof Wolf, Dominique Joye, Tom W  
Smith, Yang-chih Fu**

## **Professional Telephone Surveys:**

**Professional Telephone Surveys** Albert Breneman Blankenship, 1977-01-01      **Advances in Telephone Survey Methodology** James M. Lepkowski, N. Clyde Tucker, J. Michael Brick, Edith D. de Leeuw, Lilli Japac, Paul J. Lavrakas, Michael W. Link, Roberta L. Sangster, 2008-01-07 A complete and comprehensive collaboration providing insight on future approaches to telephone survey methodology Over the past fifteen years advances in technology have transformed the field of survey methodology from how interviews are conducted to the management and analysis of compiled data Advances in Telephone Survey Methodology is an all encompassing and authoritative resource that presents a theoretical methodological and statistical treatment of current practices while also establishing a discussion on how state of the art developments in telecommunications have and will continue to revolutionize the telephone survey process Seventy five prominent international researchers and practitioners from government academic and private sectors have collaborated on this pioneering volume to discuss basic survey techniques and introduce the future directions of the telephone survey Concepts and findings are organized in four parts sampling and estimation data collection operations and nonresponse equipping the reader with the needed practical applications to approach issues such as choice of target population sample design questionnaire construction interviewing training and measurement error The book also introduces important topics that have been overlooked in previous literature including The impact of mobile telephones on telephone surveys and the rising presence of mobile only households worldwide The design and construction of questionnaires using Computer Assisted Telephone Interviewing CATI software The emerging use of wireless communication and Voice over Internet Protocol VoIP versus the telephone Methods for measuring and improving interviewer performance and productivity Privacy confidentiality and respondent burden as main factors in telephone survey nonresponse Procedures for the adjustment of nonresponse in telephone surveys In depth reviews of the literature presented along with a full bibliography assembled from references throughout the world Advances in Telephone Survey Methodology is an indispensable reference for survey researchers and practitioners in almost any discipline involving research methods such as sociology social psychology survey methodology and statistics This book also serves as an excellent text for courses and seminars on survey methods at the undergraduate and graduate levels

**Research Methods for Students, Academics and Professionals** Kirsty Williamson, 2002-07-01 Research is such an important subject for information professionals that there will always be a need for effective guides to it Research skills are a prerequisite for those who want to work successfully in information environments an essential set of tools which enable information workers to become information professionals This book focuses on producing critical consumers of research It also goes some way towards producing researchers in the fields of information management and systems The first edition of this book was enthusiastically received by researchers students and information professionals in Australia and beyond Reviews of the first edition considered it a worthwhile addition to any information professional's or

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**Handbook of Survey Research** Peter V. Marsden, James D.

Wright, 2010-04-28 With chapters on sampling measurement questionnaire construction and question writing survey implementation and management survey data analysis special types of surveys and integrating surveys with other data collection methods this title includes topics such as measurement models the role of cognitive psychology and surveying networks

Health Care Market Strategy Steven G. Hillestad, Eric N. Berkowitz, 2018-11-30 Health Care Market Strategy From Planning to Action Fifth Edition a standard reference for nearly 20 years bridges the gap between marketing theory and implementation by showing you step by step how to develop and execute successful marketing strategies using appropriate tactics Put the concepts you learned in introductory marketing courses into action using the authors own unique model called the strategy action match from which you will learn how to determine exactly which tactics to employ in a variety of settings

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**Rural Data, People, And Policy** Lis M. Maurer, Nancy Strang, James A Christenson, 2019-07-11 This volume paints a critical view of the state of rural data systems in America with a collection of contributions leading scholars in the social sciences arena It places an important wake up call social scientists engaged in rural research alerting them to the problems of existing data systems

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ed Philadelphia F A Davis c2006      **Research on Professional Responsibility and Ethics in Accounting** C. Richard Baker, 2021-10-11 This edition of *Research on Professional Responsibility and Ethics in Accounting* explores many aspects of professional responsibility and ethics in accounting including Giving Voice to Values Whistleblowing Earnings Management and Materiality      **A Manual for Managing Community Alcohol Safety Education Campaigns** United States. National Highway Traffic Safety Administration, 1982      **The Coming Age of Direct Democracy** Mark Baldassare, Cheryl Katz, 2008 This book examines the new hybrid democracy that has been taking shape in California since the historic recall of Gov Gray Davis and election of former actor Arnold Schwarzenegger in 2003 During the recall and its aftermath California has reached unprecedented levels of use of direct democracy in which public policy decisions are made by voters at the ballot box rather than by elected representatives in the legislature Driven by Californians long standing populism and distrust of government a new form of governance is emerging one that seeks to avoid the pitfalls of party politics and influence by special interest groups that plague representative democracy by increasing the role of voters at the ballot box This book analyzes the hybrid democracy that has developed under Gov Schwarzenegger and how his leadership has encouraged its growth Using the Public Policy Institute of California Statewide Surveys which include interviews with more than 150 000 Californians the authors detail the transformation in the state s political climate and the public attitudes behind this change The authors conclude that this transformation will likely take place in other states perhaps even nationwide and offer recommendations for ways to improve policymaking in a hybrid democracy rmation in the state s political climate and the public attitudes behind this change The authors conclude that this transformation will likely take place in other states perhaps even nationwide and offer recommendations for ways to improve policymaking in a hybrid democracy rmation in the state s political climate and the public attitudes behind this change The authors conclude that this transformation will likely take place in other states perhaps even nationwide and offer recommendations for ways to improve policymaking in a hybrid democracy rmation in the state s political climate and the public attitudes behind this change The authors conclude that this transformation will likely take place in other states perhaps even nationwide and offer recommendations for ways to improve policymaking in a hybrid democracy

*Creative Problem Solving for Health Care Professionals* Cecelia K. Golightly, 1981 A P      **The SAGE Handbook of Survey Methodology** Christof Wolf, Dominique Joye, Tom W Smith, Yang-chih Fu, 2016-07-11 Survey Methodology is becoming a more structured field of research deserving of more and more academic attention The SAGE Handbook of Survey Methodology explores both the increasingly scientific endeavour of surveys and their growing complexity as different data collection modes and information sources are combined The handbook takes a global approach with a team of international experts looking at local and national specificities as well as problems of cross national comparative survey research The chapters are organized into seven major sections each of which represents a stage in the survey life cycle Surveys and Societies Planning a Survey Measurement Sampling Data Collection Preparing Data for Use

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