

Figure 3.9. SAMPLE SURVEY DESIGN/EXECUTION: Introduction to Interv... (continued 2)

- ④ Summarize, in point form, the advantages and *disadvantages* given in Figure 3.9 for *telephone* interviewing over personal (or face-to-face) interviewing.
- ⑤ List, in point form, actions discussed in Figure 3.9 that an interviewer should *avoid* so as not to influence a respondent's answers to the questionnaire.
- ⑥ In the last paragraph of the sixth column (on the third side, page 3.59, of Figure 3.9), it is stated that *If interviewers allow their own values and attitudes to enter the interview, the respondents' answers could well reflect these rather than their own, thus introducing a bias into the survey results.* Explain briefly why this problem is one of *bias*.
 - Explain briefly how this bias fits into *our* categorization of bias.
- ⑦ Discuss critically, from a *statistical* perspective, the statement in the second-last paragraph of the seventh column (on the fourth side, page 3.60, of Figure 3.9): *One of the principal factors which affects the accuracy and "representativeness" of the survey results is the response rate.*