

Research in Action Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Lydia Newton on Survey Design & Recruitment [30:44]

Research in Action - Episode 27

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest Lydia Newton, Senior Research Assistant for the Survey Research Center at Oregon State University. In this role, Lydia specializes in questionnaire construction and design, data collection and reduction, and experiments in survey methodology. She also provides consulting services for students and faculty in writing questionnaires and implementing surveys.

Segment One [00:00-8:30] - In this segment, Lydia shares some best practices when starting to plan a survey study.

Segment Two [8:31- 20:12] - In this segment, Lydia shares some of the components to consider when planning for survey recruitment.

Segment Three [20:13-30:44] - In this segment, Lydia shares some of her experience and suggestions regarding effective survey design.

Bonus Clip #1 [00:00-3:41]: Four Types of Total Survey Errors

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e27/>

Learning Outcomes

By listening to this episode, students will be able to:

- Describe survey planning
- Identify major components of survey planning
- Review an example of planning for survey process “uncertainties”
- Discuss an example of how survey recruitment strategies have changed over the years
- Describe an example of how the social exchange theory could be applied to survey recruitment
- Review considerations for developing questions during the survey design
- Discuss the four types of total survey error

Guiding Questions for Listening

- What are some of the major components to planning survey research?
- According to Lydia Newton, what can indicate how you collect data for a survey?
- What does Lydia Newton suggest as a way to build a timeline for sharing the results of a survey?
- How might the outcomes of a survey affect the survey timeline?
- What are some examples of “uncertainties” that could happen during the course of the survey process?
- What is a self-administered survey?
- How have survey recruitment strategies changed over time?
- What is the “social exchange theory”?
- What is the Institutional Review Board (IRB)?
- Why is it important to provide the researcher contact information during the survey recruitment?
- What are some important considerations when developing survey questions?
- What are four types of total survey error? (See also, Bonus Clip #1)

Possible Activities

- After listening to the episode, have students create a “top ten” list of potential things to avoid or watch out for when planning a research project using survey design. Then have them develop a “top ten” list of best practices to emulate.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e27/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e27/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Lydia Newton if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2016, October 3). *Lydia Newton on Survey Design & Recruitment* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e27/>

Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

Contact

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