

Syllabus –Survey Research in Anthropology

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The aim of this short course is to introduce researchers to the uses of social survey techniques in ethnographic research. The following topics will be discussed:

- survey research design
- sampling strategies
- linking ethnographic and survey data
- construction of interview schedules
- interviewing techniques in survey research
- training interviewers
- data quality control
- coding and entering data
- data analytic strategies for survey data.

The emphasis in the course will be on the unique applications of various kinds of social survey techniques in anthropology. As such, the focus will be on how to incorporate social survey techniques in ethnographic research, where the principal aim is to test hypotheses of relevance to anthropological theory. The course will consist of readings, seminar discussions, formal presentations, and hands-on, practical experience. Course content will be organized around the instructors' field experiences in Peru, Brazil, Mexico, the West Indies, the United States, and the United Kingdom. The use of statistical packages (principally ANTHROPAC and SPSS) at home and in the field will be a central component of the course. Participants in the course are required to have laptop computers; versions of ANTHROPAC and SPSS will be supplied. A basic understanding of univariate and bivariate statistics is strongly encouraged. This course will best serve those who are actively engaged in carrying out or developing a project.

Day 1

Morning: Research design – Descriptive and cross-sectional studies

Brim JA and DH Spain. 1974. Chap. 2 of *Research Design in Anthropology*. New York: Holt, Rinehart, and Winston.

Dressler, William W., Mauro C. Balieiro, and Jose Ernesto Dos Santos. (1998) Culture, socioeconomic status and physical and mental health in Brazil. *Medical Anthropology Quarterly* 12: 424-446.

Johnson, JC. 1998. Research design and research strategies, pp. 131-172 in *Handbook of Methods in Cultural Anthropology*. HR Bernard, Ed. Walnut Creek, CA: Altamira

Oths, Kathryn and Tara Robertson (2006) Give Me Shelter: Temporal Patterns of Women Fleeing Domestic Abuse, manuscript.

Afternoon: Research design – Case-control and prospective studies

Dressler, William W., Mauro C. Balieiro, Rosane P. Ribeiro, and José Ernesto Dos Santos. (2005) Cultural consonance and arterial blood pressure in urban Brazil. *Social Science and Medicine* 61: 527-540.

Logue, James N. and Holgar Hansen. 1980. A case-control study of hypertensive women in a post-disaster community: Wyoming Valley, PA. *Journal of Human Stress* 6: 28-34.

Oths, Kathryn S. 1994. Health care decisions of household in economic crisis: an example from the Peruvian Highlands. *Human Organization* 53: 245-254.

Palinkas, LA, et al. 1993. Social, cultural, and psychological impacts of the Exxon Valdez oil spill. *Human Organization* 52: 1-13.

Semenza, Jan C., et al. 1996. Heat-related deaths during the July 1995 heat wave in Chicago. *New England Journal of Medicine* 335: 84-90.

Day 2

Morning: Integrating qualitative and quantitative data in research design

Carey, James W. (1993) Strategies for linking qualitative and quantitative methods. *Qualitative Health Research* 3: 298-318.

Maynard-Tucker, Gisele (2000) Conducting focus groups in developing countries: Skill training for local bilingual facilitators. *Qualitative Health Research* 10(3):396-410.

Gerber, Eleanor R. (1999) The view from anthropology: Ethnography and the cognitive interview, pp. 217-234 in *Cognition and Survey Research*. Monroe G. Sirken, et al. (eds.) New York: Wiley.

Tashakkori, Abbas and Charles Teddlie. (1998) Chaps. 7-8, in *Mixed Methodology: Combining Qualitative and Quantitative Approaches*. Thousand Oaks, CA: Sage Publications.

Afternoon: Questionnaire construction (cont.)

DeVellis, Robert F. (2003) Chap. 5: Guidelines in scale development, in *Scale Development: Theory and Applications*. 2nd Ed. Thousand Oaks, CA: Sage.

Dressler, William W., Camila D. Borges, Mauro C. Balieiro, and José Ernesto Dos Santos. (2005) Measuring cultural consonance: Examples with special reference to measurement theory in anthropology. *Field Methods* 17: 331-355.

Oths, Kathryn S., Linda L. Dunn, and Nancy S. Palmer. (2001) A prospective study of psychosocial job strain and birth outcomes. *Epidemiology* 12: 744-746.

Weller, Susan C. (1998) Structured interviewing and questionnaire construction, pp. 365-410 in *Handbook of Methods in Cultural Anthropology*. HR Bernard, ed. Walnut Creek, CA: AltaMira Press.

Day 3

Morning: Sampling

Bernard, H. Russell (2006) Ch. 6 Sampling. In: *Research Methods in Anthropology*, 4th ed. Lanham: Altamira Press.

Burton, M.L., et al. (2005) Sampling from the United States Census Archives. *Field Methods* 17: 102-118.

Dressler, William W. (2001) Can we enhance the distributive reliability of narrative data? Abstracts of the 2001 Annual Meeting of the Society for Applied Anthropology, March 28-April 1, Mérida, Mexico.

Stepick, Alex and Carol Dutton Stepick. 1990. People in the shadow: survey research among Haitians in Miami. *Human Organization* 49: 64-77.

Stoop, Ineke A. L. (2004) Surveying nonrespondents. *Field Methods* 16: 23-54.

Afternoon: Interviewing

Plain Language: Writing User-Friendly Documents (http://www.blm.gov/nhp/NPR/pe_toc.html)

Krosnick, Jon A. (1999) Survey research. *Annual Review of Psychology* 50: 537-567.

Erickson, Pamela I. and Celia P. Kaplan (2000) Maximizing qualitative responses about smoking in a structured interview. *Qualitative Health Research* 10: 829-840.

Schober, Michael F. (1999) Making sense of questions: An interactional approach, pp. 77-94 in *Cognition and Survey Research*. Monroe G. Sirken, et al. (eds.) New York: Wiley.

Day 4

Morning: Data management

SPSS (n.d.) Data Coding, Data Cleaning, Missing Data.

Gravlee, Clarence C. (2002) Mobile computer-assisted personal interviewing with handheld computers. *Field Methods* 14: 322-336.

Weller, Susan C. and Roberta D. Baer. (2001) Using electronic scanning forms for data entry. *Field Methods* 13: 198-203.

Afternoon: Scaling procedures

Hruschka, D.I., et al. (2004) Fixed-choice and open-ended response formats: A comparison from HIV prevention research in Zimbabwe. *Field Methods* 16: 184-202.

Kerlinger, Fred. (1973) Chap. 26: Reliability, in *Foundations of Behavioral Research*. New York: Holt, Rinehart, and Winston.

Palinkas, L.A., et al. (1992) Ethnic differences in stress, coping, and depressive symptoms after the Exxon Valdez oil spill. *Journal of Nervous and Mental Disease* 180: 287-295.

Adams, James P. and William W. Dressler. (1988) Perceptions of injustice in a Black community: dimensions and variation. *Human Relations* 41: 753-767. [Read also the online description of factor analysis: <http://www.statsoft.com/textbook/stfacan.html>]

Day 5Morning: Data analytic strategies

Gogineni, A, et al. (1995) Mediation and moderation in social work research. *Social Work Research* 19: 57-63.

Handwerker, W. Penn and Stephen P. Borgatti (1998) Reasoning with numbers, pp. 549-594 in *Handbook of Methods in Cultural Anthropology*. HR Bernard, ed. Walnut Creek, CA: AltaMira Press.

Afternoon: Data analytic strategies (cont.)

Dressler, William W. (1995) Modelling biocultural interactions in anthropological research: an example from research on stress and cardiovascular disease. *Yearbook of Physical Anthropology* 38: 27-56.

Useful Additional Materials

Note: As you might expect, there are many, many texts that are either devoted to survey research methods, or cover survey research methods as a part of the presentation of general research methods. The following additional materials are merely a small selection from the many things that are available, but might be useful in several ways. Bernard's text is of course a classic. Nardi and Fink introduce survey research methods in a way that is highly accessible to undergraduates (especially Fink, which actually might be too simplified). Friedman's primer on epidemiology is just that, and it gives a really nice overview of what Mervyn Susser called "social science survey research methods applied to medical outcomes." Spicer's book is a superb overview of multivariate statistics, but without formulas. Even though he is trying to offer a nontechnical overview of multivariate analyses, he doesn't shortchange the reader in any way. As much as you might know about stat, you'll learn some more here. Finally, the collection of papers edited by Sirken represents a synthesis of the cognitive science re-thinking of

what survey research is all about, and includes many thoughtful pieces that will resonate with anthropologists, whether written by anthropologists or not.

Bernard, H. Russell (2006) *Research Methods in Anthropology*, 4th ed. Lanham: Altamira Press.

Fink, Arlene (1995) *The Survey Kit, Vols. 1-9*. Thousand Oaks, CA: Sage.

Friedman, Gary D. (2004) *Primer of Epidemiology*. 5th Ed. New York: McGraw-Hill.

Nardi, Peter M. (2006) *Doing Survey Research: A Guide to Quantitative Methods*. 2nd Ed. Boston: Pearson Education.

Sirken, Monroe G., et al, Editors. (1999) *Cognition and Survey Research*. New York: Wiley.

Spicer, John (2005) *Making Sense of Multivariate Data Analysis*. Thousand Oaks, CA: Sage.