**Social Exchange Evaluation Tool**

EPSY 5224: Survey Design, Sampling, & Implementation

This tool is designed to help you evaluate the use of social exchange in surveys, including your own. For this class project, consider the extent to which you utilize any/all of the social exchange methods discussed by Dillman and his colleagues in Chapter 2 of *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*.

# Increasing Benefits

Look at the survey and check the appropriate box. You may provide a comment to justify your response.
Does the survey…

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | No |  | Comment |
|  |  | specify how the results will be useful? |  |
|  |  | Ask for help or advice? |  |
|  |  | Ask interesting questions? |  |
|  |  | Utilize a sponsorship? |  |
|  |  | Stress that opportunities to respondare limited? |  |
|  |  | Convey that others have responded? |  |
|  |  | Use cash and material incentives to encourage (but not requirereciprocity)? |  |
|  |  | Recognize that benefits have additive effects and can reinforce oneanother? |  |
|  |  | Do not deny the existence of benefits? |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Decreasing Costs

Look at the survey and check the appropriate box. You may provide a comment to justify your response.
Does the survey…

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | No |  | Comment |
|  |  | reduce the burden of length? |  |
|  |  | reduce complexity? |  |
|  |  | use visual design principals to makequestionnaires? |  |
|  |  | avoid subordinating language? |  |
|  |  | make it convenient to respond? |  |
|  |  | avoid requiring respondents to provide answers in a survey modethat is uncomfortable for them? |  |
|  |  | recognize that offering a choice of response modes may lower responserates? |  |
|  |  | minimize requests to obtain personalor sensitive information? |  |
|  |  | show similarity to other requests towhich a person has responded? |  |
|  |  |  |  |
|  |  |  |  |

# Establishing Trust

Look at the survey and check the appropriate box. You may provide a comment to justify your response. Does the survey…

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | No |  | Comment |
|  |  | emphasize sponsorship by a legitimateauthority? |  |
|  |  | build upon previously establishedrelationships and friendships? |  |
|  |  | provide a token of appreciation inadvance? |  |
|  |  | assure confidentiality and protectionof data? |  |
|  |  | design communications withprofessionalism in mind? |  |
|  |  |  |  |
|  |  |  |  |