**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 respond  are limited? |  |
|  |  | Convey that others have responded? |  |
|  |  | Use cash and material incentives to encourage (but not require  reciprocity)? |  |
|  |  | Recognize that benefits have additive effects and can reinforce one  another? |  |
|  |  | 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 make  questionnaires? |  |
|  |  | avoid subordinating language? |  |
|  |  | make it convenient to respond? |  |
|  |  | avoid requiring respondents to provide answers in a survey mode  that is uncomfortable for them? |  |
|  |  | recognize that offering a choice of response modes may lower response  rates? |  |
|  |  | minimize requests to obtain personal  or sensitive information? |  |
|  |  | show similarity to other requests to  which 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 legitimate  authority? |  |
|  |  | build upon previously established  relationships and friendships? |  |
|  |  | provide a token of appreciation in  advance? |  |
|  |  | assure confidentiality and protection  of data? |  |
|  |  | design communications with  professionalism in mind? |  |
|  |  |  |  |
|  |  |  |  |