

Frequently Asked Questions

What is the purpose of this survey?

This study was conducted in part, to understand how an audience in today's new media environment would perceive the credibility of newsroom-generated content vs. user-generated content by a community newspaper.

The survey, part of the Associated Press Managing Editors Foundation's (APME) Online Journalism Credibility Project, attempted to answer the following research questions: Is there a "credibility gap" between newsroom-generated content and user-generated content; What content do online readers find more credible or less credible? Does the credibility of one form of content affect the credibility of another?

Who came up with the questions to the survey?

The survey questionnaire was jointly developed by the editorial staff of *The Victoria Advocate*, faculty of University of Houston at Victoria, and researchers of APME and the Center for Advanced Social Research (CASR) of Missouri's School of Journalism.

How many people were contacted?

Four hundred (400) interviews were completed via telephone by both the students of University of Houston-Victoria and the staff of the Center for Advanced Social Research of University of Missouri's School of Journalism in June and September 2009.

How did you conduct this survey?

The survey was based on a random digit dialing (RDD) sample of residential telephone numbers of Victoria County, Texas. All eligible respondents were adults 18 years of age or older and the local residents. The random aspect of the sample was used to avoid response bias and to provide representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensured this representation by random generation of the last two digits of telephone numbers selected on the basis of valid area code and telephone exchanges.

How were survey respondents selected?

Two respondent selection methods were used during the entire data collection. In the first method, a group of students from the University of Houston-Victoria used the most-recent-birthday method for random selection of respondents because of lack of a computer-assisted telephone interviewing (CATI) system. In so doing, the students asked for those who had had the most recent birthday in households where there were more than one adult.

With its CATI system, the staff of CASR used the Troidahl-Carter-Bryant (T-C-B) respondent selection method. Specifically, interviewers asked two questions shortly after the introductory statement, "How many adults aged 18 or over live in your household, including yourself?" and "How many of them are women / men?" Based on the answers to the two questions, the interviewer will then select the designated respondents using one of eight different versions of a selection matrix that appears on

the computer screen at random. In so doing, a proper balance of males and females, younger and older adults in a household can be reached.

The likelihood of within-sampling-unit non-coverage error is minimized because all eligible respondents in a household are equally considered by the selection method.

How many attempts were made to reach respondents?

At least eight attempts were made to complete an interview at every sampled telephone number. The calls were scheduled over days of the week to maximize the chances of making a contact with a potential respondent. All refusals were recontacted at least once in order to attempt to convert them to completed interviews.