

Survey research in the digital age

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Why should I care about surveys?

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in the age of big data?

We will always need to ask

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But how we are going to ask is going to change

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1st era	Area probability	Face-to-face

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3rd era		

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1st era	Area probability	Face-to-face
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3rd era	Non-probability	Computer-administered

	Sampling	Interviews	Data environment
1st era	Area probability	Face-to-face	Stand-alone
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Total survey error framework

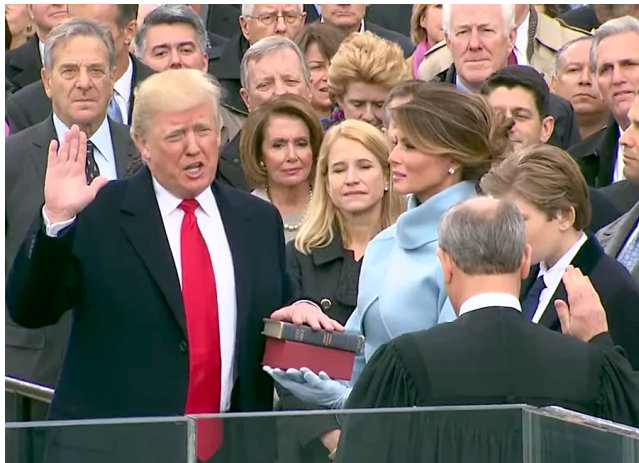
Total survey error framework

Who we ask (representation)

- ▶ sampling error
- ▶ coverage errors
- ▶ non-response error

How we ask (measurement)

- ▶ question wording
- ▶ question ordering
- ▶ social desirability bias



https://commons.wikimedia.org/wiki/File:Donald_Trump_taking_his_Oath_of_Office.png

An Evaluation of 2016 Election Polls in the U.S.

Ad Hoc Committee on 2016 Election Polling

Courtney Kennedy, Pew Research Center

Mark Blumenthal, SurveyMonkey

Scott Clement, Washington Post

JoshUA d. Clinton, Vanderbilt University

Claire Durand, University of Montreal

Charles Franklin, Marquette University

Kyley McGeeney, Pew Research Center[1]

Lee Miringoff, Marist College

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Doug Rivers, Stanford University, YouGov

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Evans Witt, Princeton Survey Research Associates

Chris Wlezien, University of Texas at Austin

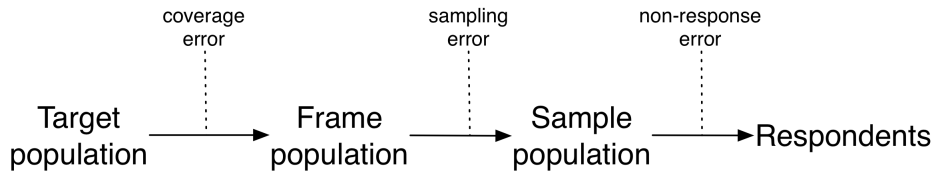
<http://www.aapor.org/Education-Resources/Reports/An-Evaluation-of-2016-Election-Polls-in-the-U-S.aspx>

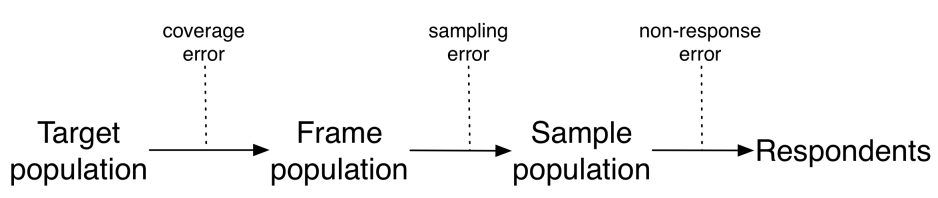
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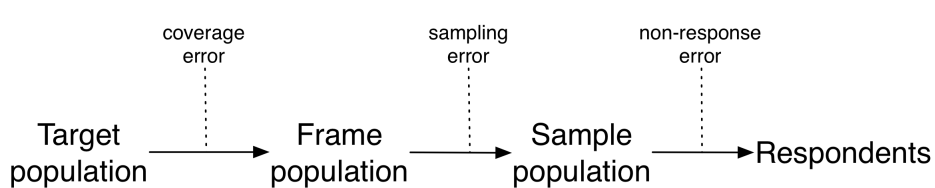
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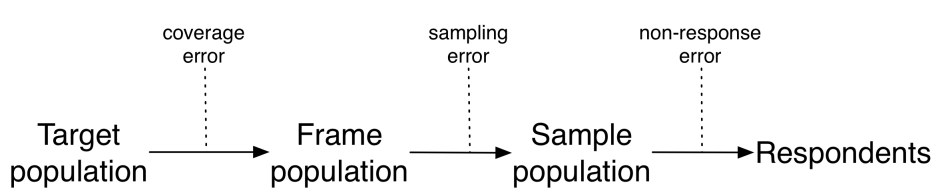




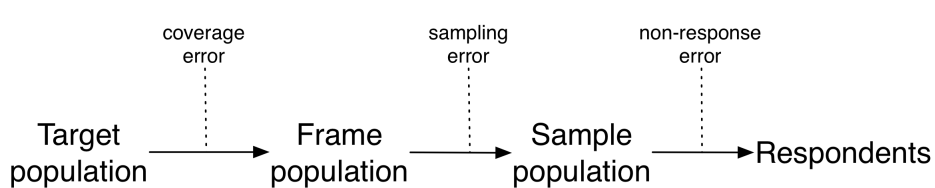
- Target population



- ▶ Target population
- ▶ Frame population



- ▶ Target population
- ▶ Frame population
- ▶ Sample population



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- ▶ Respondents

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- ▶ . . . but clearly under-estimated Trump's support in the Upper Midwest.

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- ▶ “Real change in vote preference during the final week or so of the campaign”
- ▶ “Adjusting for over-representation of college graduates was critical, but many polls did not do it”
- ▶ “Some Trump voters who participated in pre-election polls did not reveal themselves as Trump voters until after the election, and they outnumbered late-revealing Clinton voters”

Full report: <http://www.aapor.org/Education-Resources/Reports/An-Evaluation-of-2016-Election-Polls-in-the-U-S.aspx>

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- ▶ Total survey error framework also helps us think about how digital age can create new opportunities (who to ask and how to ask)
- ▶ To learn more: Groves et al (2009)