Survey research in the digital age

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Summer Institutes in Computational Social Science
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readymades   custommades

Schedule for today:

A few notes on my teaching:

- Anti-status quo bias

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A few notes on my teaching:

- ▶ Anti-status quo bias
- ▶ Anti-formality bias (formality is important, but just not right now)
- ▶ Very brief to leave time for the activity
- ▶ More information in Chapter 3 of *Bit by Bit: Social Research in the Digital Age*: https://www.bitbybitbook.com/en/1st-ed/asking-questions/

Why should I care about surveys?

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in the age of big data?

We will always need to ask

- limitations of big data (fubu vs. nufu-nubu)

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- ▶ limitations of big data (fubu vs. nufu-nubu)
- ▶ internal states vs. external states

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But how we are going to ask is going to change

	Sampling	Interviews
1st era	Area probability	Face-to-face

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3rd era		

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3rd era	Non-probability	Computer-administered

|	Sampling	Interviews	Data environment
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Total survey error framework

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Who we ask (representation)

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

How we ask (measurement)

- ▶ question wording
- ▶ question ordering
- ▶ social desirability bias
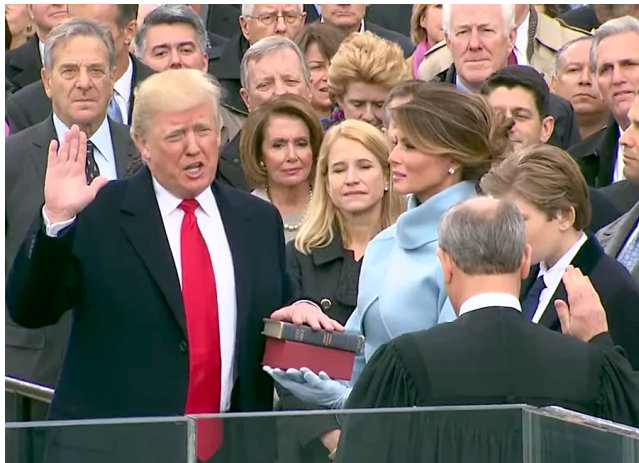
https://commons.wikimedia.org/wiki/File:Donald_Trump_taking_his_Oath_of_Office.png

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
Kristen Olson, University of Nebraska-Lincoln
Doug Rivers, Stanford University, YouGov
Lydia Saad, Gallup
Evans Witt, Princeton Survey Research Associates
Chris Wlezien, University of Texas at Austin

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

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- ▶ State-level polls showed a competitive, uncertain contest . . .
- ▶ . . . 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 helps us organize all the things that can go wrong
- ▶ 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)

Questions