Survey research in the digital age

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R. MUTT
1917


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1917

readymades

custommades

https://commons.wikimedia.org/wiki/File:Duchamp_Fountaine.jpg
https://commons.wikimedia.org/wiki/File:%27David%27_by_Michelangelo_JBU0001.JPG

Schedule for today

A few notes on my teaching:

- Anti-status quo bias

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- Anti-formality bias (formality is important, but just not right now)

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- 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

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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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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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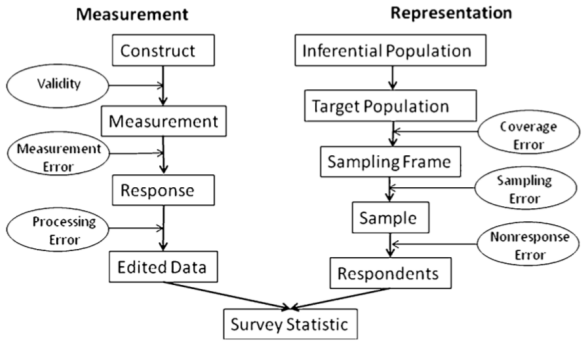
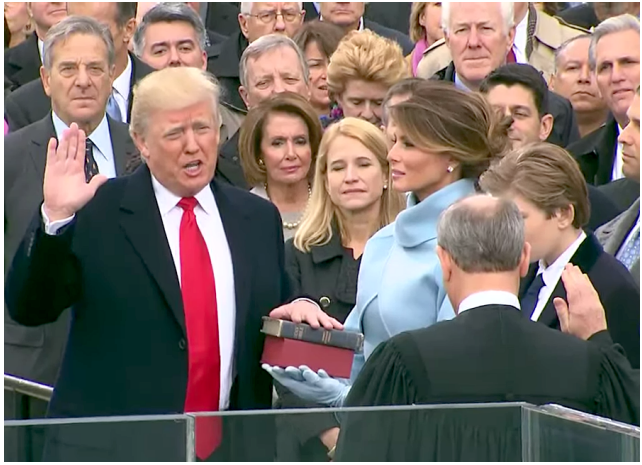
Total survey error framework



Groves and Lyberg 2010, Fig 3



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

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

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

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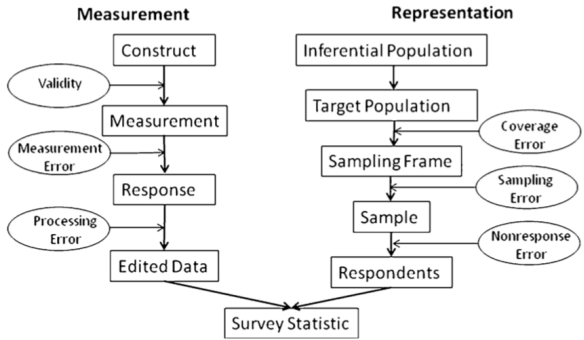
- "Real change in vote preference during the final week or so of the campaign"
- "Adjusting for over-representation of college graduates was critical, but many polls did not do it"
- "Some Trump voters who participated in pre-election polls did not reveal themselves as Trump voters until after the election, 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`



Groves and Lyberg 2010, Fig 3

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- To learn more: Groves et al (2009)

Questions?