

Survey research in the digital age

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readymades



custommades

Schedule for today:

- ▶ 9:15-9:45 Survey research in the digital age
- ▶ 9:45-10:15 Probability and non-probability sampling
- ▶ 10:15-10:30 Coffee break
- ▶ 10:30-11:00 Computer-administered interviews and wiki surveys
- ▶ 11:00-11:30 Combining surveys and big data
- ▶ 11:30-12:00 Group exercise introduction
- ▶ 12:00-12:30 Begin group exercise (Not open to public/No livestream)
- ▶ 12:30-1:30 Lunch (Not open to public/No livestream)
- ▶ 1:30-3:15 Continue group exercise (Not open to public/No livestream)
- ▶ 3:15-3:45 Discuss activity and open-source data (Not open to public/No livestream)
- ▶ 3:45-4:00 Break
- ▶ 4:00-5:30 Guest speaker: David Lazer

A few notes on my teaching:

- ▶ Anti-status quo bias

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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

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

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

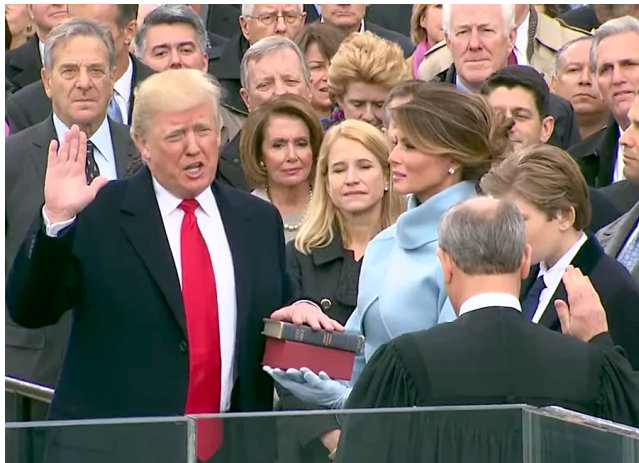
Total survey error framework

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

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>

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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)

Questions