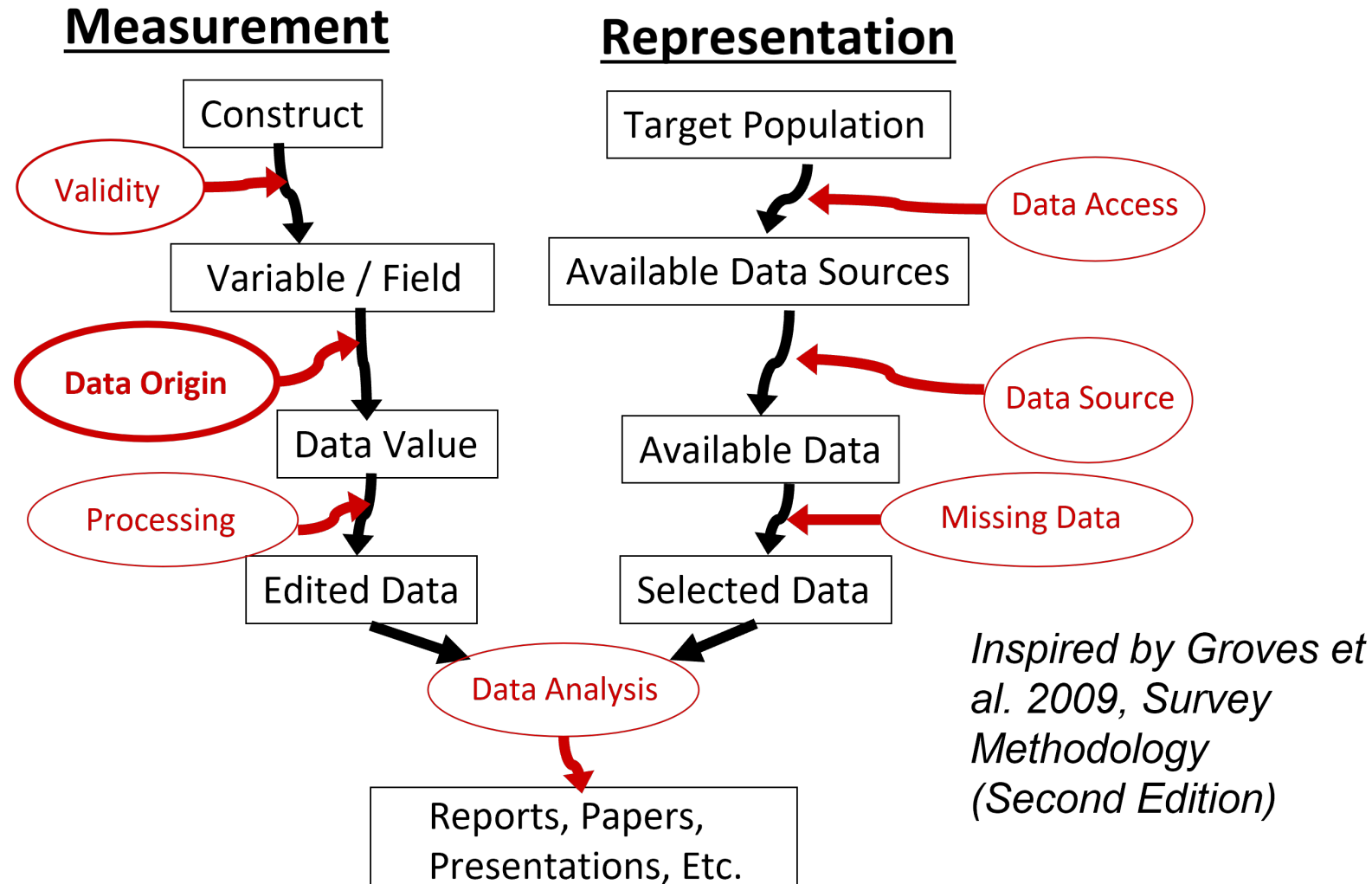


**Data Origin Threats for
Designed Data
By Brady T. West**

Dimensions of TDQ: The Big Picture!

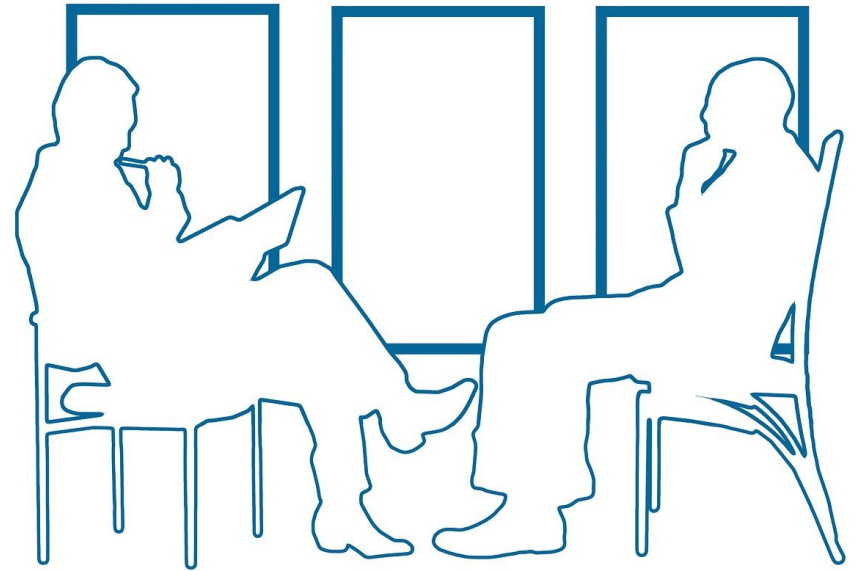


Data Origin Threats for Designed Data

- **Difficulties with the iterative psychological process of answering a survey question:**
 - **Comprehension** of the question's meaning
 - **Retrieval** of the requested information (from memory?)
 - **Editing** of the retrieved information prior to responding to the survey question

Data Origin Threats for Designed Data (1)

- **Interviewer Effects (West and Blom, 2017)**
- In interviewer-administered data collections, interviewers have varying effects on the responses collected (can add both bias and variance to survey estimates!)



Data Origin Threats for Designed Data (2)

- **Incorrect data aggregation / variable computation:** usually refers to computation of scales / aggregate variables
- **Mode effects:** Different modes of data collection (face-to-face, telephone, web, mail, mobile device, etc.) may affect response distributions
- **Questionnaire design problems:** poorly-worded questions, confusing / overly complex questions, poor / incorrect response options, looks different on different devices
- **Poor respondent behavior:** satisficing (minimal cognitive effort), acquiescence, speeding, etc.

Examples: Data Origin Threats for Designed Data (1)

- **Peytchev et al. (2010):** Underreporting of abortion in the National Survey of Family Growth (NSFG)
 - In surveys on sensitive content, respondents tend to under-report sensitive behaviors when an interviewer is present (Kreuter et al. 2008)
- **West et al. (2018):** how do interviewers affect responses when using different types of interviewing techniques? (See the Suchman and Jordan paper in this week's readings!)
- **West and Blom (2017):** interviewer characteristics, skills, and behaviors can affect survey reports in different ways

Examples: Data Origin Threats for Designed Data (2)

- **Adriaans et al. (2020), Kreuter et al. (2010):** validation of survey reports using administrative data produces evidence of response bias
- **Kreuter et al. (2008):** evidence of misreporting of poor outcomes in college student surveys
- **Olson (2006):** there can be complex relationships between tendency to respond to a survey request and reporting error, and errors are *statistic-specific*
- **Vast, vast literature in this area!**

What's Next?

- We'll review an important reading about **standardized interviewing** and the problems it can cause in real-world survey data collection.
- We will then turn to a discussion of data origin threats for **gathered data**.



© Faculty Presenter

**Except where otherwise noted, this
work is licensed under CC BY-NC 4.0**