

Political Science 607
Survey Research: Fall 2010

Professor: Leonie Huddy, SBS S727
Class Time: Monday 2:00-5:00
Class Location: N705
Office Hours: By appointment (632-7639)
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Course Outline: This course focuses on the uses, design, and implementation of surveys. The course combines practical experience with academic research on the survey process to result in a deeper understanding of the technique— both its strengths and limitations. The course is also designed to introduce you to the workings of the Center for Survey Research at Stony Brook. You will be expected to undergo interviewer training and conduct a few interviews to gain practical experience with a survey in the field.

Lectures and readings cover the practicalities and theory underlying survey research. Drawing on theory from psychology, sociology, and linguistics, topics covered include: sampling theory, question wording and order effects, the interview setting, and the analysis and interpretation of survey findings.

Assessment: There will be 7 weekly assignments which will constitute 70% of your grade. The final 30% is allocated to a somewhat longer paper that is due at the end of the semester that includes a draft of a survey on a topic of your choice. The assignments will be described in greater detail on a separate handout and are designed to give you practical experience with that week's topic, including analyses of various data sets that include different survey experiments. In the longer paper due at the end of the semester, you will be asked to design a questionnaire on a topic of your choice, describe the sample design, and briefly explain the rationale behind the questions and key concepts assessed in the survey. The short papers are roughly 3-5 pages, double spaced. The longer assignment will be roughly 10-15 pages of text in addition to the questionnaire.

Readings: Required readings include two books and a series of articles and book chapters. Most articles are available through on-line databases. Those that are not will be scanned and made available on the course blackboard site. I have not ordered the books through the bookstore but they are available online.

Don A. Dillman. 2009. *Internet, Mail and Mixed Mode Surveys: The Tailored Design Method*. 3rd ed. Hoboken, NJ: Wiley. ISBN: 9780471698685 (cloth)

Sudman, Seymour, Norman M. Bradburn, and Norbert Schwarz. 1996. *Thinking about Answers: The Application of Cognitive Processes to Survey Methodology*. San Francisco: Jossey-Bass. ISBN: 0787901202.

9/13 I. Introduction to Surveys and Sources of Survey Error: Focus on different kinds of errors in surveys; basic distinction between error due to sampling vs question content and format; introduction to non-response and other types of error. Introduction to data sets used throughout the semester.

Dillman, Chapter 1. "Turbulent Times for Survey Methodology (p. 1-14)
Dillman, Chapter 2 "The Tailored Design Method" (p. 15-40).

Groves, Robert M. 1989. *Survey Errors and Survey Costs*. New York: Wiley. Chapter 1: "An Introduction to Survey Errors" (pp. 1-48).

Alwin, Duane F. 2007. *Margins of Error: A Study of Reliability in Survey Measurement*. Chapter 1 "Measurement Errors in Surveys" (pp. 1-14),

Alwin, Chapter 2 "Sources of Survey Measurement Error" (pp. 15-34)

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II. Sampling: An overview of different kinds of samples. A discussion of probability sampling; non-probability quota sampling; the problems associated with non-probability samples. An overview of basic sampling concepts such as simple-random-sampling (srs), stratification, clustering, and probability-proportionate-to-size (pps). Brief discussion of area-based household sample designs.

ASSIGNMENT 1 DUE TODAY (GETTING FAMILIAR WITH 2008 ANES STUDIES—INTERNET AND).

Berinsky, Adam J. 2006. American Public Opinion in the 1930s and 1940s. The Analysis of Quota-Controlled Sample Survey Data. *Public Opinion Quarterly* 2007 70(4):499-529.

Dillman, Chapter 3. "Coverage and Sampling" (pp. 41-64)

Fowler, Floyd J. *Survey Research Methods*. Chapter 2, "Sampling"

Groves, Robert M. et al. 2009. *Survey Methodology*. 2nd edition., Hoboken, NJ: John Wiley & Sons. Chapter 3, "Target Populations, Sampling Frames, and Coverage Error". Chapter 4 "Sample Design and Sampling Error".

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III.. Telephone Surveys. Different versions of random-digit-dialing (RDD), nature of US telephone systems, use of cluster design, commercial vendors who generate RDD samples, disposition codes. Problems with RDD phone samples.

Levy and Lemeshow, 1999. *Sampling of Populations* Chapter 15

Tucker and Lepkowski. 2008. Chapter 1, "Telephone Survey Methods: Adapting to Change." In *Advances in Telephone Survey Methodology*. Edited by James M Lepkowski, Tucker, Clyde, Brick, J. Michael, Edith D de Leeuw, Lili Japac, Paul J. Lavrakas, Michael W. Link, Roberta L. Sangster. Hoboken, NJ: John Wiley & Sons.

Kalsbeek, William D, and Agans, Robert P. 2008. Chapter 2 "Sampling and Weighting in Telephone Household Surveys". In Lepkowski et al.

Lavrakas, Paul J., Shuttles, Charles D., Steeh Charlotte, and Fienberg, Howard. 2007. The State of Surveying Cell Phone Numbers in the United States: 2007 and Beyond *Public Opinion Quarterly* 2007 71(5):840-854

Ansohlabehere, Stephen, and Schaffner, Brian F. 2010. "Residential Mobility, Family Structure, and the Cell-Only Population." *Public Opinion Quarterly*, 74(2), 244-259.

Keeter, Scott, Kennedy, Courtney, Clark, April, Thomson, Trevor, Mike Mokrzycki. 2007. "What's Missing from National RDD Landline Surveys? The Impact of the Growing Cell-Only Population." *Public Opinion Quarterly*, 71(5), 772-792.

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IV. Web and Mail Surveys: Sampling, design, administration.

ASSIGNMENT 2 DUE TODAY (COMPARING ATTRIBUTES OF 2008 ANES PANEL AND TIME SERIES SAMPLES)

Dillman. Chapters 6 "From Questions to a Questionnaire" (pp. 151-233),

Dillman, Chapter 7 "Implementation Procedures" (pp. 234-299).

Berrens., Robert P., Bohara, Alok K., Jenkins-Smith, Hank, Silva, Carol, Weimer, David L. 2003. "The Advent of Internet Surveys for Political Research: A Comparison of Telephone and Internet Samples. *Political Analysis*, 11: 1-22.

Chang, Linchiat and Krosnick, Jon. 2009. "National Surveys via RDD Telephone Interviewing Versus the Internet: Comparing Sample Representativeness and Response Quality. *Public Opinion Quarterly*, 73 (4): 641-678,

Galesic, Mirta and Bosnjak, Michael. "Effects of Questionnaire Length on Participation and Indicators of Response Quality in a Web Survey. *Public Opinion Quarterly*, 73(2): 349-360.

Yaeger, Krosnick et al. 2009. Comparing the Accuracy of RDD Surveys and Internet Surveys Conducted with Probability and Non-Probability Samples. Unpublished manuscript. <http://comm.stanford.edu/faculty/krosnick/Mode%2004.pdf>

WEB DEBATE ON YAEGER ET AL

From Doug Rivers (polimetrix) http://www.pollster.com/blogs/doug_rivers.php

Yaeger/Krosnick Response: <http://blogs.abcnews.com/thenumbers/2009/09/guest-blog-more-on-the-problems-with-optin-internet-surveys.html>

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V. Problems of Non-Response. Nature of Threat Posed by Individual Non-Response. The most common reasons for non-participation; the implications of this for sample integrity. Possible solutions, including the use of post-stratification weights. The calculation and use of pre-stratification weights.

Levy and Lemeshow, Chapter 13

Berinsky, Adam. (1999). "The Two Faces of Public Opinion." *American Journal of Political Science*, 43: 1209-1230.

Stroud, Natalie Jomini and Kenski, Kate. 2007. From Agenda Setting to Refusal Setting: Survey Nonresponse as a Function of Media Coverage Across the 2004 Election Cycle. *Public Opinion Quarterly* 2007 71(4):539-559

Groves et al. 2009. In *Survey Methodology*. Chapter 6 “Non-Response in Sample Surveys” (pp. 183-215).

Tourangeau, Roger and Ye, Cong. 2009. “The Framing of the Survey Request and Panel Attrition.” *Public Opinion Quarterly*, 73(2): 338-348..

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VI. PRACTICAL SAMPLING ISSUES; NEW APPROACHES TO SURVEY DESIGN

Mixed mode survey sample designs. Practical sampling problems: how to draw a cost-effective sample, use of voter registration lists, address-based samples, aggregated databases such as Experian.

ASSIGNMENT 3 DUE TODAY (HANDLING NON-RESPONSE).

Dillman, Chapter 8 “When More Than One Survey Mode is needed” (pp. 300-330),
Dillman, Chapter 12 “Surveying Businesses and Other Establishments” (pp. 402-257)

Don A. Dillman, Glenn Phelps, Robert Tortora, Karen Swift, Julie Kohrell, Jodi Berck, Benjamin L. Messer . 2009. “Response rate and measurement differences in mixed-mode surveys using mail, telephone, interactive voice response (IVR) and the Internet” *Social Science Research*, 38(1): 1-18.

Hillygus, Sunshine D. and Shields, Todd G. 2008. *The Persuadable Voter. Wedge Issues in presidential campaigns*. Princeton: Princeton University Press. Chapter 6, “Candidate Strategy in the 2004 Campaign.” (aggregation of information)

Donald P. Green and Alan S. Gerber. 2006. Can Registration-Based Sampling Improve the Accuracy of Midterm Election Forecasts? *Public Opinion Quarterly*, 70(2):197-223.

<http://www.genesys-sampling.com/ContentPages/2/Page236/Address%20Based%20Sampling.pdf>

Link et al (2009) “Building a New Foundation: Transitioning to Address Based Sampling after Nearly 30 Years of RDD.” Paper presented at the 64th Annual Meeting of the American Association for Public Opinion Research, Hollywood, FL.

<http://surveypractice.files.wordpress.com/2009/06/link-abs.pdf>

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VII. Cognitive Processes Underlying Survey Responses: Factual Questions and the Role of Memory: The role of memory in answering autobiographical questions.

Sudman, Bradburn and Schwarz. Chapters 7, 8, 9.

Tourangeau, Roger, Lance Rips and Kenneth Rasinski. 2000. *The Psychology of Survey Response*. Chapters 3 (The Role of Memory), Chapter 4 (Answering Questions about Dates and Durations). New York: Cambridge University Press. ISBN: 0521576296.

Belli, Robert F., Michael W. Traugott, Margaret Young, Katharine A. McGonagle. 1999. Reducing Vote Overreporting in Surveys: Social Desirability, Memory Failure, and Source Monitoring. *Public Opinion Quarterly*, 63 (1) 90-108.

- 11/1 VIII. Qualitative Techniques in Development and Assessment of Survey Questions: Use of cognitive interviewing techniques to generate and test question wording; open v. close-ended question format.
- Sudman, Bradburn and Schwarz. Chapter 2.
- Converse and Presser, Chapters 3 (pp. 48-75).
- Paul C. Beatty and Gordon B. Willis. 2007. Research Synthesis: The Practice of Cognitive Interviewing, *Public Opinion Quarterly*, 71 (2): 287-311.
- Elizabeth Martin. 2004. Vignettes and Respondent Debriefing for Questionnaire Design and Evaluation. In Stanley Presser et al (Eds) *Methods for Testing and Evaluating Survey Questionnaires*. Hoboken, NJ: Wiley and Sons.
- Delli Carpini, Michael X. and Bruce Williams. 1994. The Method is the Message: Focus Groups as a Method of Social, Psychological, and Political Inquiry. In Delli-Carpini, Michael X., Leonie Huddy, and Robert Y. Shapiro 1994 (eds.), *Research in Micropolitics: New Directions in Political Psychology*, Volume 4. Greenwich, CT: JAI Press.
- 11/8 IX. Survey Questions – I. Basics of writing good questions; question wording, question order effects, question framing, questionnaire construction, question interpretation, context effects; experimental evidence.
- ASSIGNMENT 4 DUE TODAY (ANALYSIS OF QUESTION WORDING EXPERIMENTS).
- Dillman, Chapter 4 “The Basics of Crafting Good Questions” (pp. 65-106),
Dillman Chapter 5 “Constructing Open- and Closed- Ended Questions (pp. 107-150)
- Converse and Presser, Chapter 2
- Sudman, Bradburn and Schwarz. Chapter 4, 5.
- 11/15 X. Survey Questions II. Response format, close vs. open-ended questions. Scale construction. Role of “don’t know” responses in measurement of political knowledge.
- ASSIGNMENT 5 DUE TODAY (COMPLETE INTERVIEWER TRAINING).
- Sudman, Bradburn and Schwarz. Chapter 6.
- Alwin, 2008. *Margins of Error*. Chapter 8 “Survey Question Context”
Alwin, Chapter 9 “Formal Properties of Survey Questions”
- Babbie, 1990. *Survey Research Methods* Chapter 8 Index and Scale Construction pp. 147-173.

Mondak, Jeffery. 2001.: "Developing Valid Knowledge Scales", *American Journal of Political Science*, 45(1): 224-238.

Patrick Sturgis, Nick Allum, and Patten Smith. 2008. An Experiment on the Measurement of Political Knowledge in Surveys. *Public Opinion Quarterly*, 72 (1): 90 - 102.

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XI.: New Directions in Survey Questions and Attitude Assessment. Use of experiments in surveys; role of the internet; attitude accessibility.

ASSIGNMENT 6 DUE TODAY (ANALYSIS OF AMP IN THE 2008 ANES PANEL STUDY).

R Kraut, J Olson, M Banaji, A Bruckman, J Cohen, M. 2004. Psychological research online: Opportunities and challenges. *American Psychologist*, 2004. 59 (2): 105-117.

Payne, B. K., Cheng, C. M., Govorun, O., Stewart, B. D. (2005). An Inkblot for Attitudes: Affect Misattribution as Implicit Measurement. *Journal of Personality and Social Psychology*, 89, 277-293.

Jeffery J. Mondak, Robert Huckfeldt. 2006. The accessibility and utility of candidate character in electoral decision making. *Electoral Studies*, Volume 25, Issue 1, March 2006, Pages 20-34

Brian J. Gaines, James H. Kuklinski, and Paul J. Quirk. The Logic of the Survey Experiment Reexamined. *Political Analysis* 2007 15: 1-20.

Transue, Lee and Aldrich. 2009. Treatment Spillover Effects Across Survey Experiments. *Political Analysis*.

JENS HAINMUELLER and MICHAEL J. HISCOX 2010. Attitudes toward Highly Skilled and Low-skilled Immigration: Evidence from a Survey Experiment. *American Political Science Review*, 104:61-84

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XII. The Interview as a Social Situation: Social desirability, race of interviewer effects, interviewing medium, the interview as a dyadic interaction; ways to minimize and counteract interviewer effects. The importance of interviewing training and the use of wincati to track interviewer performance.

Durrant, Gabrielle B., Groves, Robert M., Staetsky, Laura, and Steele, Fiona. 2010. "Effects of interviewer Attitudes and Behaviors on Refusal in Household Surveys." *Public Opinion Quarterly*, 74(1), 1-36.

MS McGlone, J Aronson, D Kobrynowicz. 2006. STEREOTYPE THREAT AND THE GENDER GAP IN POLITICAL KNOWLEDGE. *Psychology of Women Quarterly*, 30: 392-398..

James H. Kuklinski; Paul M. Sniderman; Kathleen Knight; Thomas Piazza; Philip E. Tetlock; Gordon R. Lawrence; Barbara Mellers. 1997. "Racial Prejudice and Attitudes Toward Affirmative Action" *American Journal of Political Science*, Vol. 41, pp. 402-419.

Matthew J. Streb, Barbara Burrell, Brian Frederick, and Michael A. Genovese. 2008. Social Desirability Effects and Support for a Female American President. *Public Opinion Quarterly*, Spring 2008; 72: 76 - 89.

Harmon, Thomas et al. 2009. "Impact of T-ACASI on Survey Measurements of Subjective Phenomenon." *Public Opinion Quarterly*, 73 (2): 255-280.

Brian Duff, Michael J. Hanmer, Won-Ho Park, and Ismail K. White. 2007. Good Excuses: Understanding Who Votes With An Improved Turnout Question *Public Opinion Quarterly*, 71 (1): 67-90.

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XIII. Cross Cultural Surveys Conducting surveys in different cultural contexts; equivalent measurement; use of vignettes, questionnaire translation.
ASSIGNMENT 7 DUE TODAY (INTERVIEWER EFFECTS).

A Heath, S Fisher, S Smith. 2005. The Globalization of Public Opinion *ANNUAL REVIEW OF POLITICAL SCIENCE*. 8: 297-333.

Marjaana Lindeman, Markku Verkasalo. 2005. Measuring Values With the Short Schwartz's Value Survey. *Journal of Personality Assessment*, Volume 85, Issue 2 January 2005 , pages 170 - 178

Harkness, Janet. 2003. "Questionnaire Translation" In Janet Harkness, Fons J. R. Van De Vijver, and Peter de Mohler. *Cross-Cultural Survey Methods*. Hoboken, NJ: John Wiley and sons. pp. 35-56.

King, Gary.; Murray, Christopher J. L.; Salomon, Joshua A. 2004 (Feb). Enhancing the Validity and Cross-Cultural Comparability of Measurement in Survey Research. Source: *American Political Science Review* v. 98 no1 (February 2004) p. 191-207

Hopkins, Daniel J. and King, Gary. 2010. "Improving Anchoring Vignettes: Designing Surveys to Correct Interpersonal Incomparability." *Public Opinion Quarterly*, 74(2): 201-222.

Howell, Ryan T.; Howell, Colleen J. 2008. The relation of economic status to subjective well-being in developing countries: A meta-analysis. *Psychological Bulletin*, Vol 134(4), Jul 2008. pp. 536-560.

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FINAL ASSIGNMENT DUE