Comments on Marquardt & Tertytchnaya, "Sensitive questions and mode of survey administration in autocracies: Evidence from Russia"

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Social desirability bias in surveys:

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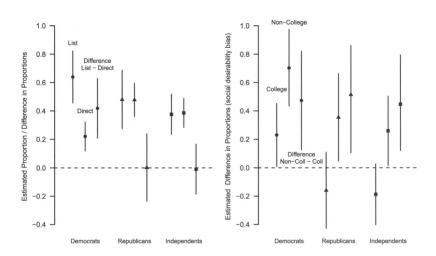
Social desirability bias in surveys:

$$S(x) = \Pr(Z_{i,J+1}(0) = 1 | X_i = x) - \Pr(Z_{i,J+1}^* = 1 | X_i = x)$$

(First term: shown control, then asked directly)

(Blair and Imai 2012)

The difference between list estimate and direct question:



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 - differences in direct questions (face-to-face v. online)

But, Marquardt & Tertytchnaya highlights that there may be

- $S_{\text{face-to-face}}(x)$ $S_{\text{online}}(x)$
- And also,
 - differences in lists (face-to-face v. online)
 - ▶ differences in direct questions (face-to-face v. online)

Marquardt & Tertytchnaya looks at all of these potential differences!

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- Are people shown several experiments? (p. 24 tables)
- The non-privacy of lists (floors and ceilings, Table 11)

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Table 6: Demographics in surveys

Levada	Online
0.45	0.44
0.31	0.57
0.24	0.11
0.15	0.10
0.48	0.47
0.18	0.10
57	83
59	36
58	21
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All statements about the "effect" of mode assume this?

Table 6: Demographics in surveys

	Levada	Online
Male	0.45	0.44
Higher education	0.31	0.57
Rural	0.24	0.11
Not Russian	0.15	0.10
Age < 45	0.48	0.47
Age > 64	0.18	0.10
N Regions	57	83
Mean per region	59	36
Median per region	58	21

▶ Region intercepts, not "effects"

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- ▶ Value in checking interpretations qualitatively, via elaborations?
- Formalise "deflation", à la social desirability bias" (about 6%?)

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References I

Blair, Graeme, and Kosuke Imai. 2012. "Statistical Analysis of List Experiments." *Political Analysis* 20 (1): 47–77.