

# Survey Research Methodology I

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Sebastian Daza

# Syllabus

- <https://github.com/sdaza/survey-methods>
- All material will be there (so check it often)
  - Data
  - Code
  - Lectures
  - Assignments and final project
- If you are not familiar with `git`, try using GitHub Desktop

# Note about code

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- Examples and simulations
- Jupyter notebooks + plain R code
- I recommend you use Visual Studio Code
  - Integrated development environment (IDE)
- R
  - `data.table`
  - More info here

# Meaning of Emojis

 = Expecting your participation and discussion

 = We will do some live coding

 = Extra knowledge

 = Ninja level

## Students' Survey

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# Response rate

15 out of 21 = 71%

Survey Survey Methodology I

This short form is to learn more about your **interests** and **experience** on surveys.

Thanks for participating!

 sebastian.daza@gmail.com (not shared) [Switch account](#) 

\* Required

What is your first name? \*

Your answer

What is your last name \*

Your answer

What are you most interested in learning about survey methodology?

Your answer

Most interested in learning about survey methodology

questions computational particularly think analyse  
collected phases writting nonresponse designing questions  
subjects analysis able methodology  
techniques carry identify statiscal performing  
interested like order little topic  
entire effects learning create know media  
critical methods use step  
really well find collect  
results biases reliable flaws  
later learn avoid knowledge intricacies  
dont can asking conduct general poorly  
experience cover prior building  
social end help analysing accurate statistical  
assess analyses question want depending  
publicindividuals research appropriate process  
sampling interesting analyze unbiased

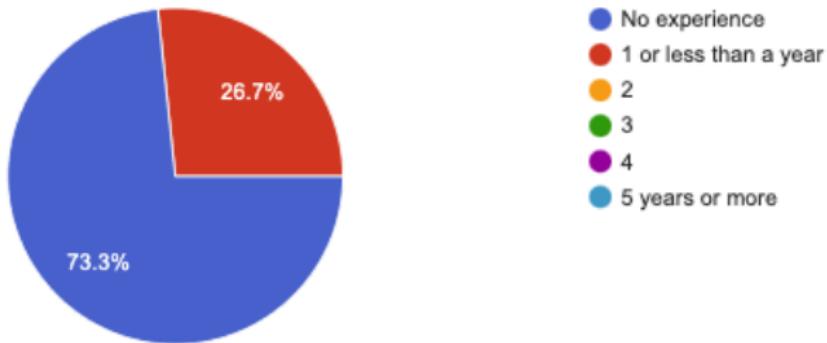
Analyzing the results of it

*I want to learn to be very critical of data, both from social media and from surveys.*

# Experience

How many years of experience do you have in conducting or designing social surveys?

15 responses



# Experience

How many years of experience do you have in analyzing social surveys?

15 responses



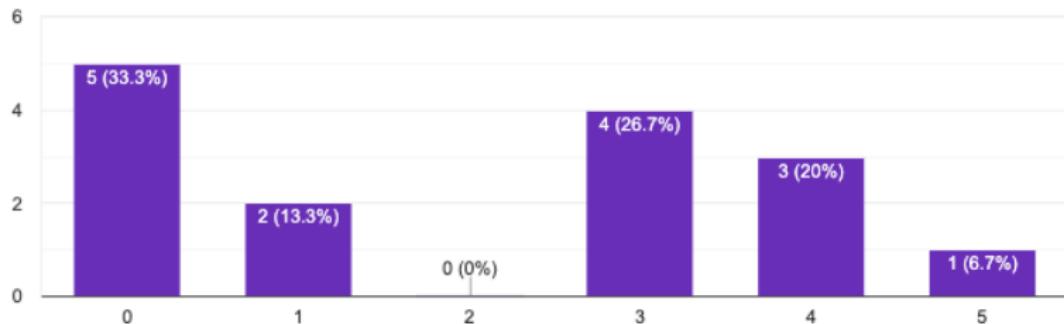
# Statistical Power

Mean = 2.067

How familiar are you with the concept of statistical power?

 Copy

15 responses

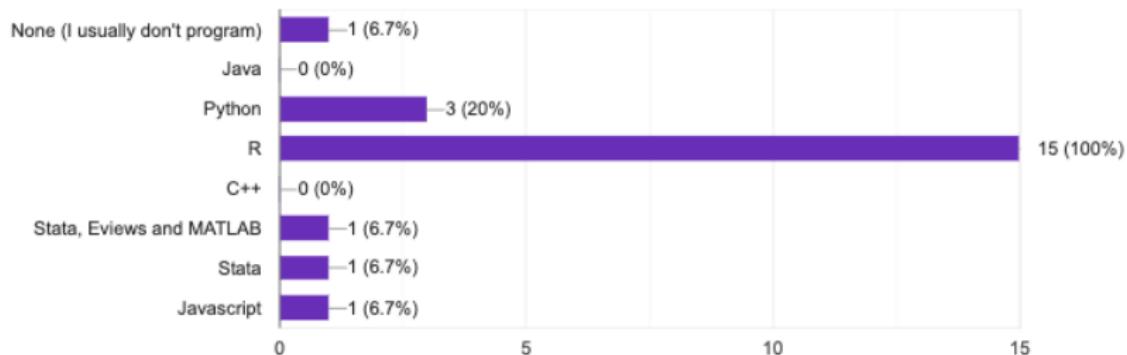


# Programming

What languages do you usually use for programming?

 Copy

15 responses

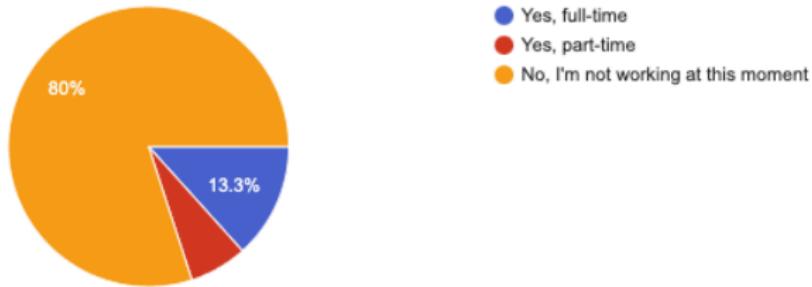


# Working

Are you currently working?

 Copy

15 responses



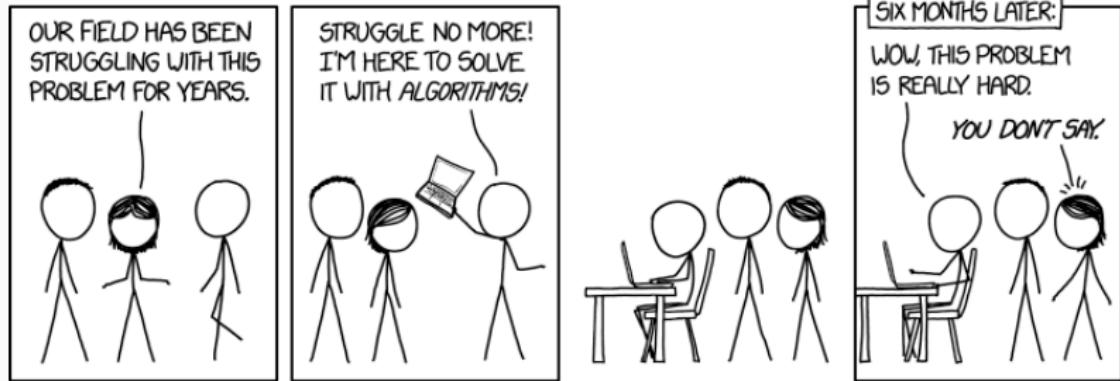
What is the position you would most like to be working?

The word cloud is centered around the word "analyst" in large, bold, brown font. Other prominent words include "data" (large, dark gray), "researcher" (medium, red), "company" (medium, orange), "market" (medium, light orange), "scientist" (medium, green), "economic" (medium, blue), "management" (medium, blue), "demographic" (medium, blue), "house" (medium, blue), "working" (medium, green), "time" (medium, green), "really" (medium, green), "allows" (medium, green), "assistant" (medium, green), "analytics" (medium, green), "studies" (medium, green), "consulting" (small, green), "buy" (small, red), "full" (small, red), "banko" (small, red), "various" (small, red), "nextjunior" (small, red), and "sectors" (small, red). The background is white with a subtle grid pattern.

## Disclaimer

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# Complexity of social problems



*The problems of social science are hard not just for social scientists but for everyone, even physicists*

## Survey Methodology

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## What is all this about?

*Seeks to identify principles about the design, collection, processing, and analysis of surveys that are linked to the cost and quality of survey estimates (Groves et al. 2009)*

- A scientific field and profession
- Multidisciplinary

# Many decisions

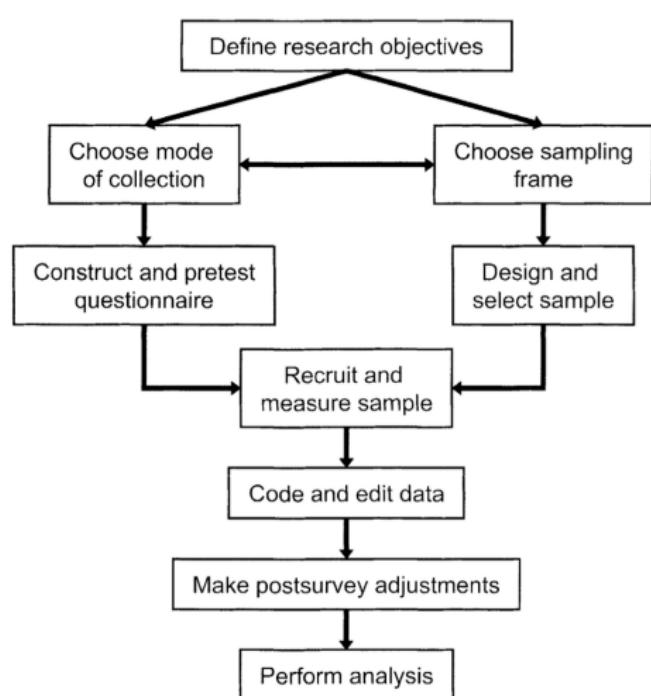


Figure 2.4 A survey from a process perspective.

## Many decisions

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- To make a **large set of decisions** about several individual features of a survey
- Those decisions have the potential to affect the **quality of estimates** that come from surveys
- Surveys are conducted in the **uncontrolled settings of the real world** and can be affected by those settings!

## Key challenges

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- How to best use the available resources
- How to balance the investments in each of the components of a survey to **maximize** the value of the data that will results
- Rather than focusing on **just one or few of the elements** of a survey, **all the elements** are considered as a whole ~ **total survey error approach**
- Many trade-offs!

## Some history

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Four basic developments form the core of the modern sample survey method

- **Sampling:** from samples → unbiased estimates
- **Inference:** statistics, margins of errors
- **Measurement:** the art of asking questions
- **Analysis:** multivariate, complex survey designs

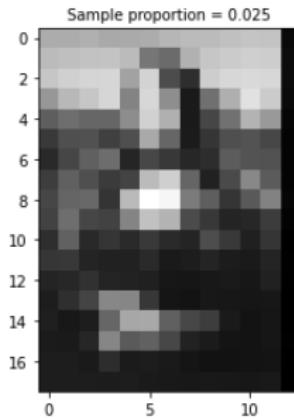
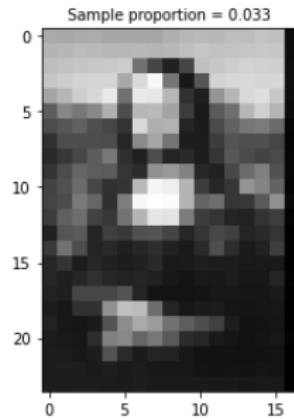
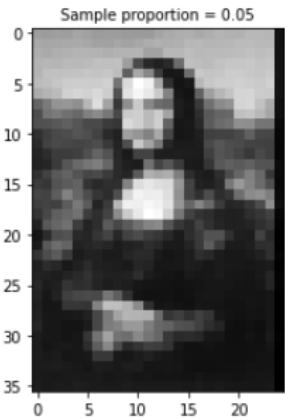
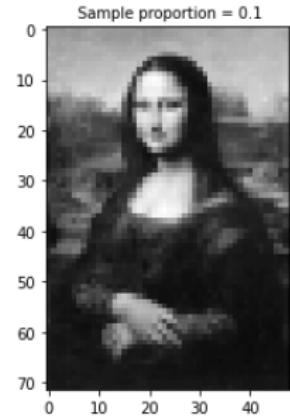
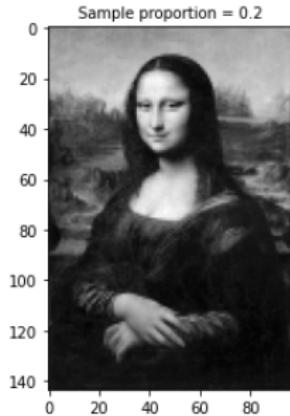
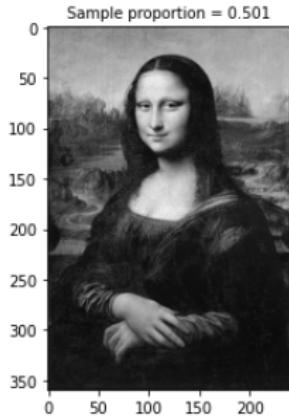
## Some history

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*Before the development of theories of probability, researchers had no basis for generalizing sample data to estimate population characteristics, so they tended to study the entire population (censuses)*

*The closer to complete enumeration one could come, the better*

# Sampling intuition



# Sampling theory adoption

- **Neyman's seminal paper (1934)**: foundation of sampling theory
  - Adoption of Neyman's ideas, however, was slow
- **Market research (1920's)** operated on a completely different model that did not imitate censuses
  - Early product testing asked a convenient set of consumers (samples) to express preferences
- **Political polls** began to appear (1930s) and try to solve the sampling problem with quota methods
- Survey research did not begin to enter universities until the late 1930s.

## Turning point

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Without question, the turning point came in 1936, when Gallup's preelection polls, based on carefully drawn but relatively small (quota) samples of the US population (~ 5000 respondents), correctly predicted a Franklin Delano Roosevelt victory, while the Literary Digest poll, based on millions of straw ballots mailed to known phone subscribers and Literary Digest subscribers, forecasted a victory for Republican Alf Landon. This David versus Goliath contest showed that a carefully implemented age, sex, and region quota sample was superior to a low-return (about 15%) mail survey covering better-off households.

## Setback to move forward

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*Political polls drew renewed attention when they failed to predict the outcome of the 1948 election pitting the incumbent Harry S Truman against popular New York governor Thomas E. Dewey. They did show evidence of a late Truman surge, but even the final Gallup and Crossley polls forecast Dewey as the victor, albeit by a steadily decreasing margin. Investigation into what had gone wrong concluded that the quota sampling approach was partly to blame. Multistage area probability samples (with a random selection of respondents within households) developed at the Census Bureau, became the sampling method of choice, and remain so now.*

- By the late 1960s, the sample survey had become well-established as the method of choice for much data collection in social sciences
- Many reputable departments have local survey research centers
- American Association of Public Opinion Research (AAPOR)
  - *Public Opinion Quarterly*
  - Integrate commercial/polling and academic research
- Inter-University Consortium for Political and Social Research (ICPSR)
- Council of American Survey Research Organizations (CASRO) ~ Market research

# Landscape (in the US)

- **Academia**
  - NORC (Chicago)
  - SRC (Michigan)
- **Private**
  - RTI International (North Carolina)
  - Westat (Maryland)
  - RAND (California)
- **Government**
  - US Bureau of the Census
  - Bureau of Labor Statistics
  - National Center for Health Statistics
- **Media polls**
  - Major political polls
  - ABC News, IPSOS, CBS News, Fox News, NYTimes

All surveys are not created equal

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# Total survey error

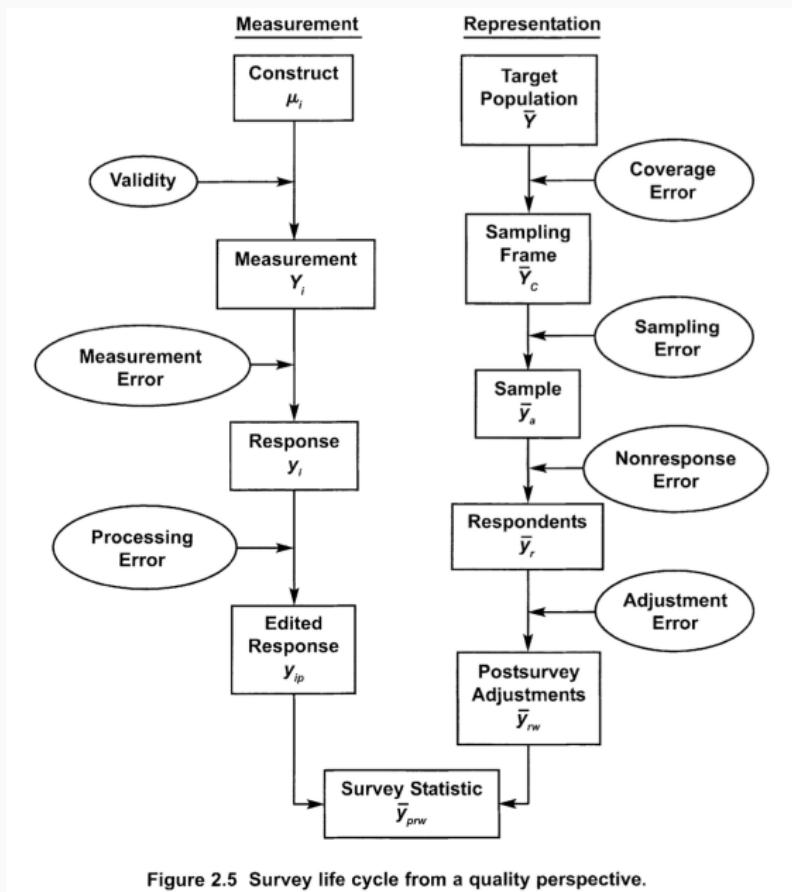
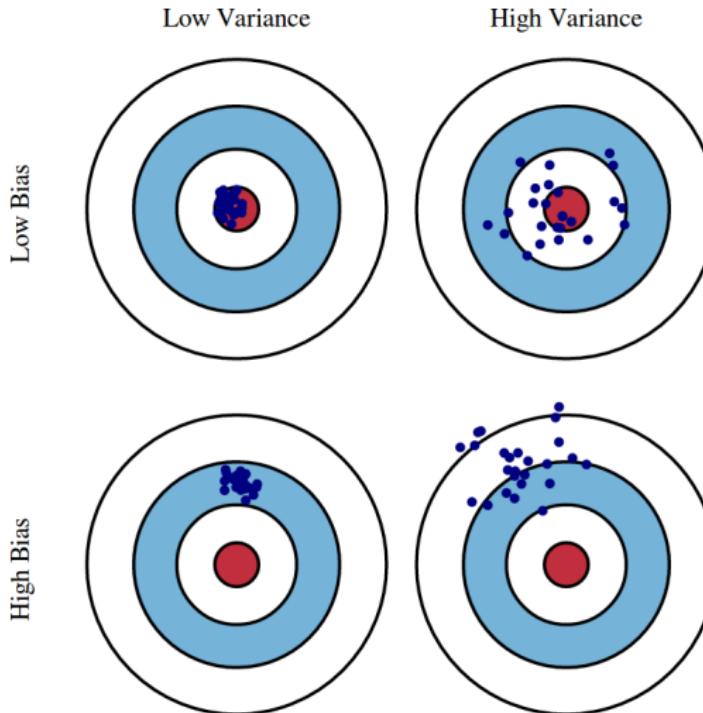
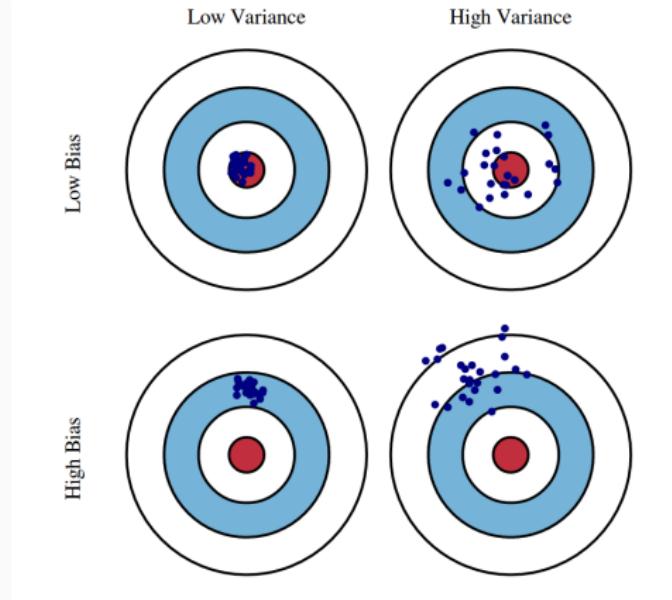


Figure 2.5 Survey life cycle from a quality perspective.

# What do we mean by error? 🤔



# What do we mean by error?



- **Bias:** the difference between expected value (e.g., measures) and the true value being estimated
- **Variance:** how variable your measures are

## What kind of error?

$$y_i = \mu_i + \epsilon_i$$

- $y_i$ : the observation for characteristic  $y$  for unit  $i$
- $\mu_i$ : true value of the characteristic of interest
- $\epsilon_i$ : observation error (which may be positive for some individuals and negative for others)



Let's move to R a bit...

# Error and quality perspective

We can focus on total error and accuracy, but there are also other dimensions...

Survey quality is a complex and multidimensional concept

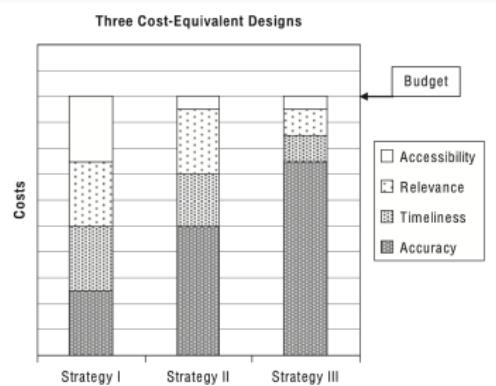


Figure 2.1: Comparison of three cost-equivalent design strategies.

*The goal is to minimize total survey error subject to cost constraints while accommodating other user-specified quality dimensions*

## Real request 😱

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*The government of your country, by direct order of the president or prime minister, asks you to conduct a weekly opinion survey that evaluates the government's approval, as well as the opinion of citizens on current issues and public policy. The results report should be on the president's desk by 5 pm every Sunday.*

What design would you propose?

What criteria would you prioritize?

How would you verify that the survey works well?

How much would it cost?

# Total survey error

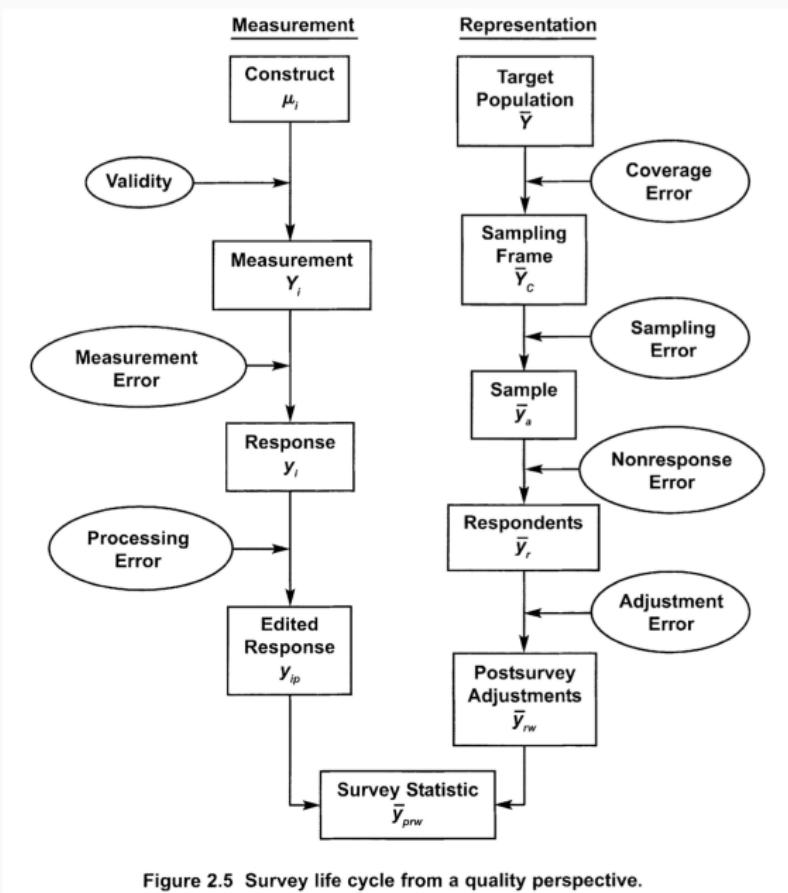


Figure 2.5 Survey life cycle from a quality perspective.

# Processing error

## Census and Survey Processing System (CSPro)

CSEntry (Application: MyEntry - Data: MyData.dat)

File Mode Edit Navigation View Options Help

File  <Adding Case>

exercise 04 02 entering data marital status

	age	sex	marital status
1	48	1	1
2	42	2	1
3	10	1	2
4	8	1	2
5			
6			
7			
8			
9			
10			

For Help, press F1      No Partials      ADD      Field = AGE

# Coverage error 🤔

## Systematic vs random distortion?

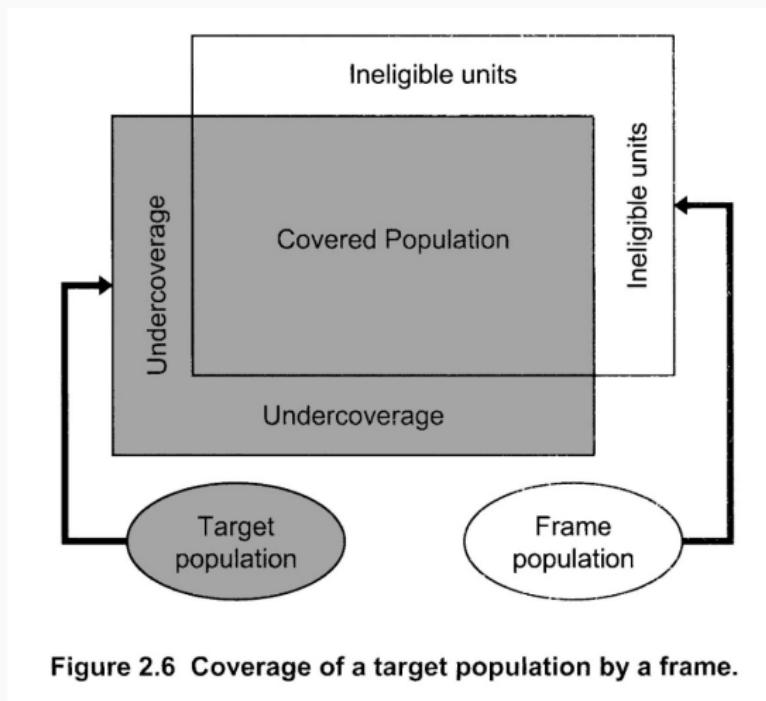
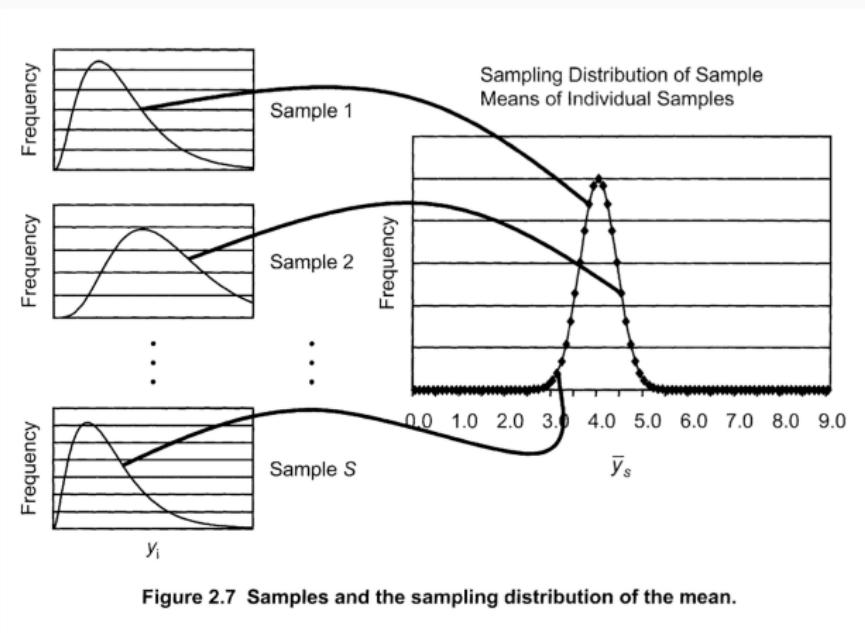


Figure 2.6 Coverage of a target population by a frame.

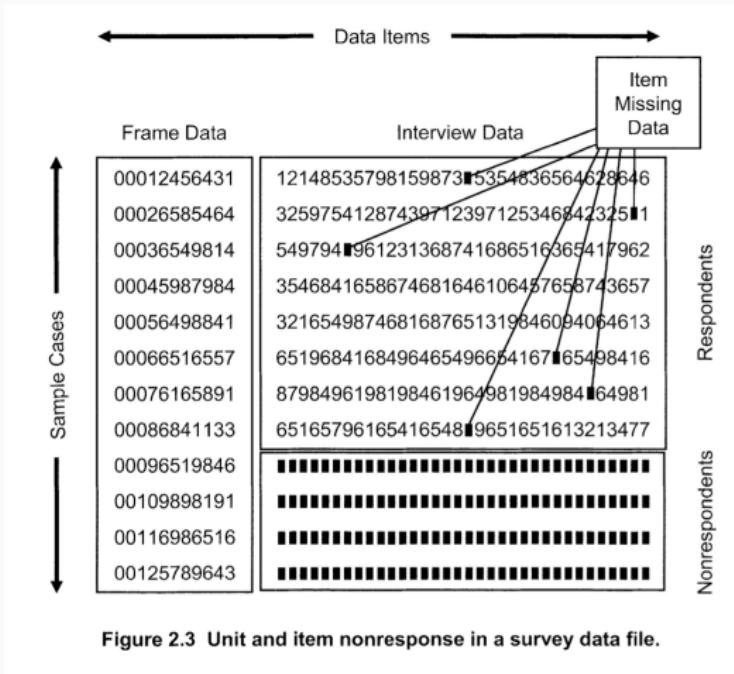
# Sampling error 🤔

## Systematic vs random distortion?



Let's move to R...

Non-response error



## Steps and errors

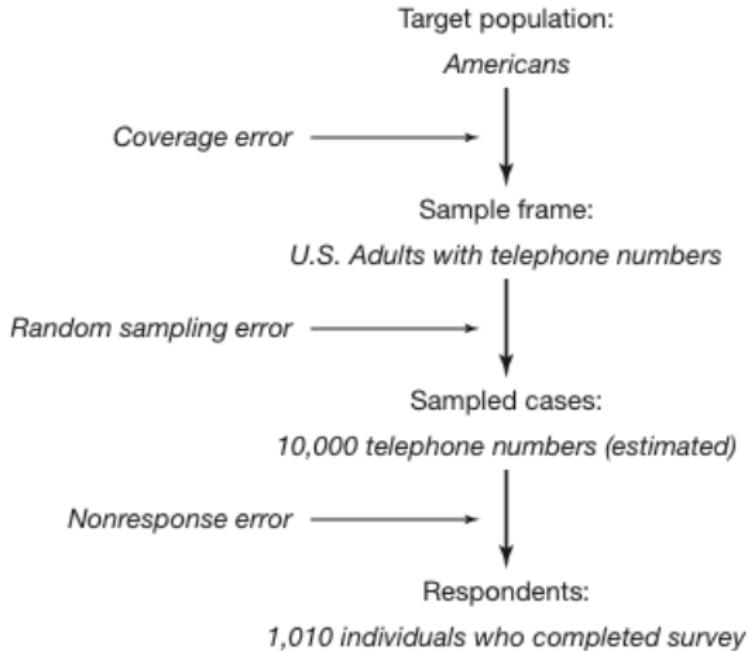


Figure 1.2 Steps in Survey Process

# Non-sampling errors

Table 2.1: Five major sources of nonsampling error and their potential causes.

Specification error	Frame error	Nonresponse error	Measurement error	Processing error
<ul style="list-style-type: none"><li>• Data elements do not align with objectives</li><li>• Invalidity</li><li>• Questions lack relevance for the research purposes</li></ul>	<ul style="list-style-type: none"><li>• Omissions</li><li>• Erroneous inclusions</li><li>• Duplications</li><li>• Faulty information</li></ul>	<ul style="list-style-type: none"><li>• Whole unit</li><li>• Within unit</li><li>• Item</li><li>• Incomplete information</li></ul>	<ul style="list-style-type: none"><li>• Information system</li><li>• Setting</li><li>• Mode of data collection</li><li>• Respondent</li><li>• Interview</li><li>• Instrument</li></ul>	<ul style="list-style-type: none"><li>• Editing</li><li>• Data entry</li><li>• Coding</li><li>• Weighting</li><li>• Tabulation</li></ul>

# Systematic-Random errors

Table 2.2: The risk of random errors and systematic errors by major error source.

MSE component	Risk of random error	Risk of systematic error
Specification error	Low	High
Frame error	Low	High
Nonresponse error	Low	High
Measurement error	High	High
Data Processing error	High	High
Sampling error	High	Low

## Chilean Women Reentry Study

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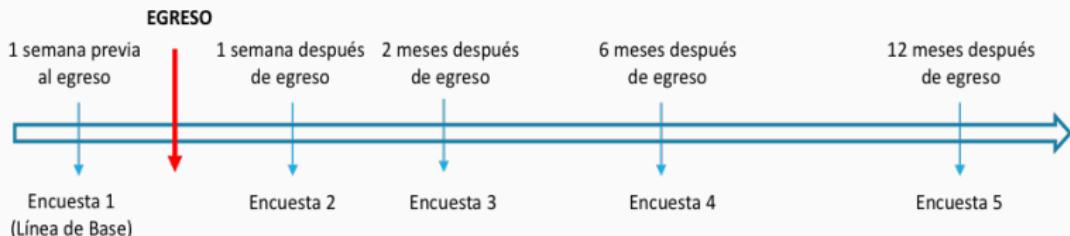
## Reentry Study

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- Longitudinal study that followed a cohort of 225 women released from prison in Santiago, Chile, between September 2016 and March 2017
- The target population was Chilean women who served custodial sentences of at least 30 days and were released on parole or after completing their entire sentence. About 80% of those released under these conditions participated in the study

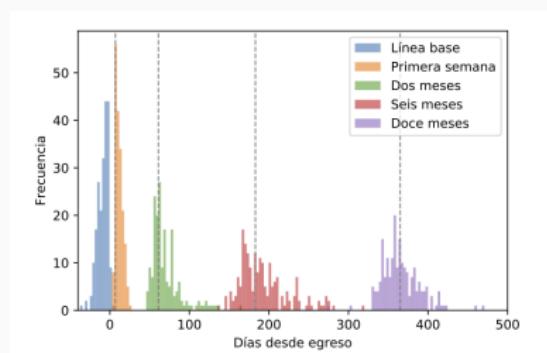
# Reentry Study

- The study included five interviews over a year. The first one was conducted about two weeks before prison release
- At each interview, a face-to-face questionnaire was applied, consisting mainly of closed-ended survey questions covering employment, housing, relationships, and offending.



# Reentry Study

- The questionnaires also include the use of life event calendars to capture within-waves information in some key life domains
- The application lasted between 1 and 2 hours and was conducted by trained interviewers



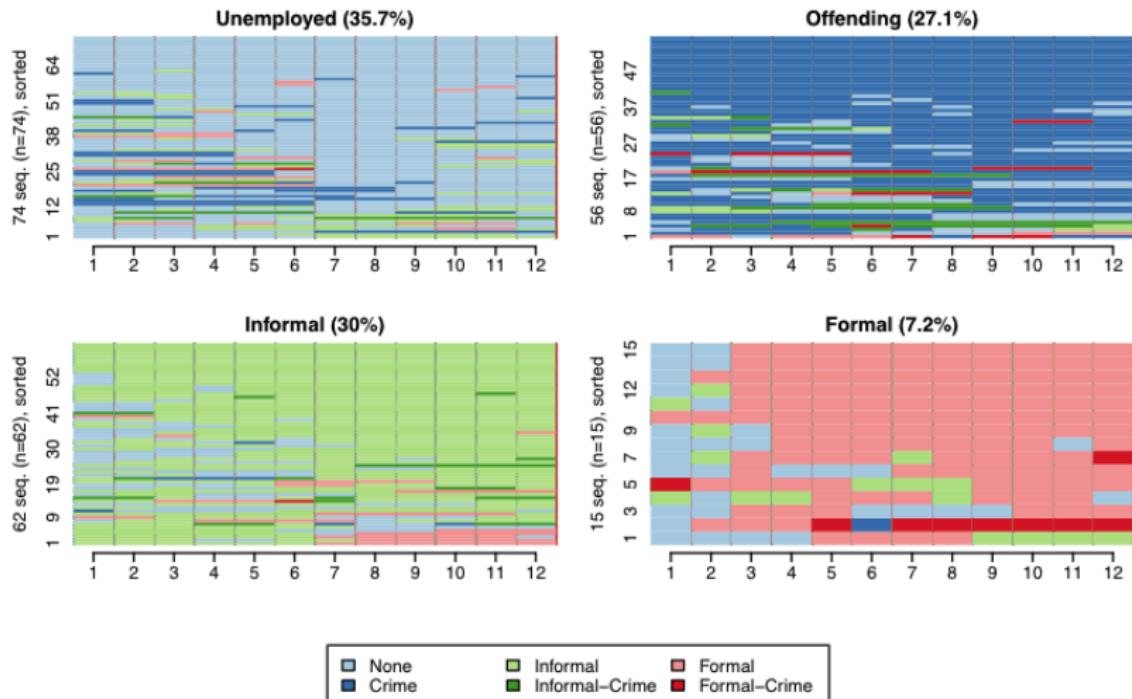
Let's look at a questionnaire

# Reentry Study Response Rates

	Baseline	Week 1	Month 2	Month 6	Month 12
Interviews	225	181	177	197	200
No contact	-	26	31	19	21
Contacted	-	18	17	9	4
Response rate (%)	-	80,4	78,7	87,6	88,9

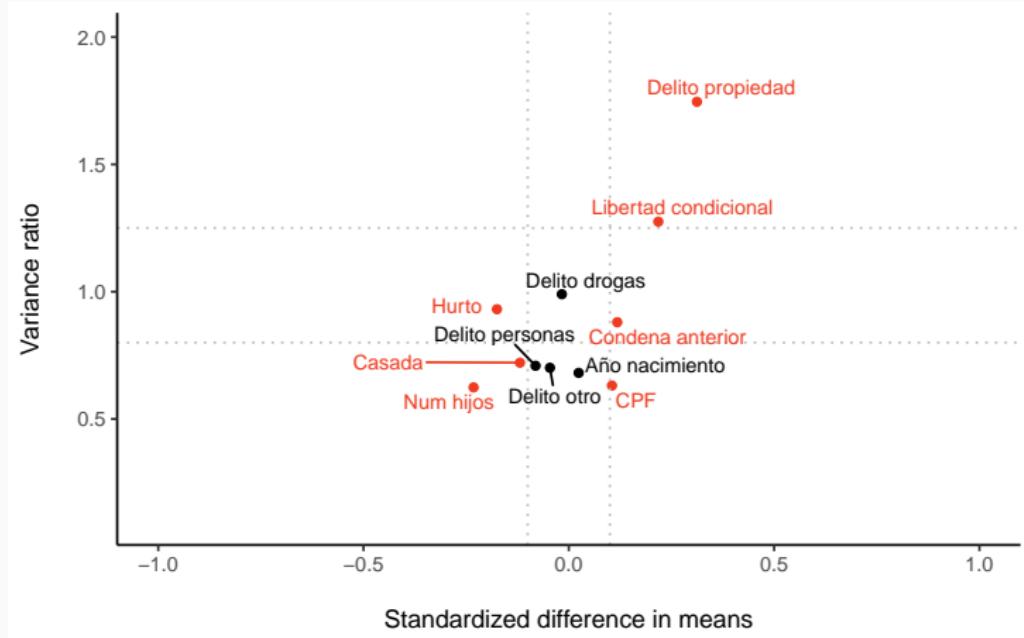
# Work trajectories across women 😊

Figure S2: Sequences job-crime categories of women inmates during the first 12 months following their release by four employment-crime clusters ( $N = 207$ )



- What areas of error do you think are the most important in this study?
- What would you have done differently?

## Nonresponse error (baseline)



## Hypothetical decisions

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## Error sources from design decisions 🤔

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**Identify which error sources might be affected**

*Include or exclude institutionalized persons (e.g., residents of hospitals, prisons, and military group headquarters) from the sampling frame in a survey of the prevalence of physical disabilities in Spain*

## Error sources from design decisions 🤔

**Identify which error sources might be affected**

*To use self-administration of a mailed questionnaire  
for a survey of elderly Social Security beneficiaries re-  
garding their housing situation*

## Error sources from design decisions 🤔

### Identify which error sources might be affected

*Reduce interview costs by using existing office personnel to interview a sample of patients of a health maintenance organization (HMO), and thus increase the sample size of the survey. The topic of the survey is satisfaction with the medical care they receive.*

HMO = Medical insurance group that provides health services for a fixed annual fee

## Error sources from design decisions 🤔

Identify which error sources might be affected

*Extend interviewing on a survey of the use of childcare facilities by parents of young children from the originally scheduled period of January 1-May 1, to the new schedule of January 1-August 1*



**Michael Saylor** ⚡ @saylor · 2h

...

Replies to [@elonmusk](#)

With 116.6 million followers, your polls are starting to become statistically significant. What if Twitter had an "All Users" poll that you could push to every single twitter account to find out what the entire network is thinking, with no particular adverse selection? 🤔

706

902

17.8K



**Elon Musk** ⚡ @elonmusk · 1h

...

When polls are about a significant question, even those who don't follow me tend to hear about it. That said, I agree with the idea of an all-user poll. Should also be an all-user by country poll.

2,580

1,870

34.4K



 **Elon Musk**   
@elonmusk

...  
**Reinstate former President Trump**

**Yes**  51.8%

**No**  48.2%

15,085,458 votes · Final results  
1:47 AM · Nov 19, 2022 · Twitter for iPhone

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**231.9K** Retweets   **76.6K** Quote Tweets   **796.1K** Likes

     Tip

 Tweet your reply 

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**Elon Musk**  @elonmusk · Nov 19  
Replies to @elonmusk  
Vox Populi, Vox Dei

 27.4K    26.9K    305.5K     Tip

---

**Elon Musk**  @elonmusk · 21h  
134M people have seen this poll

 16.2K    14K    247.8K     Tip

# Twitter Error

- Coverage error
- Query error
- Interpretation error

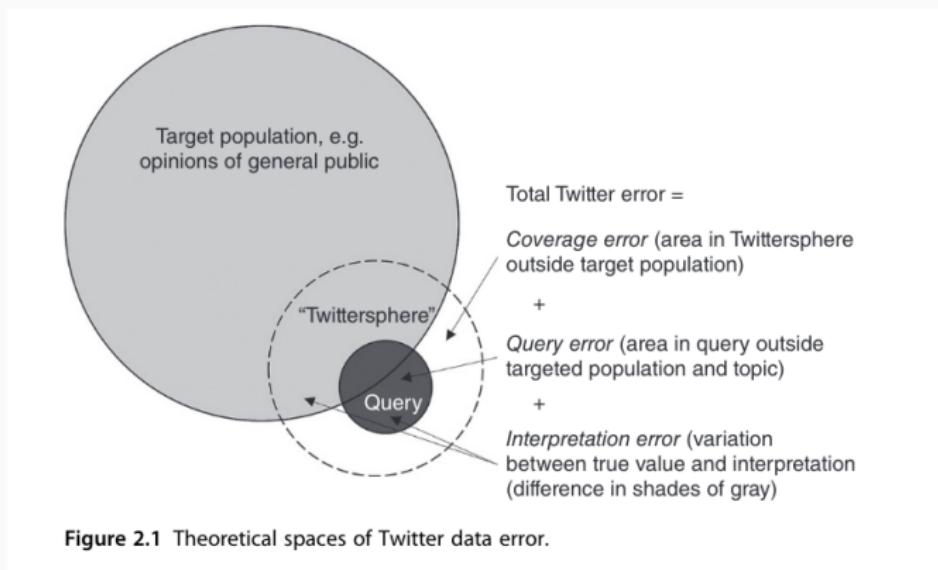


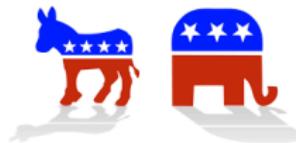
Figure 2.1 Theoretical spaces of Twitter data error.

# An example using Twitter data

<https://sdaza-capstone.herokuapp.com/>

## Political Conflict

Tracking sentiment of congress members' tweets



by Sebastian Daza

# Big data

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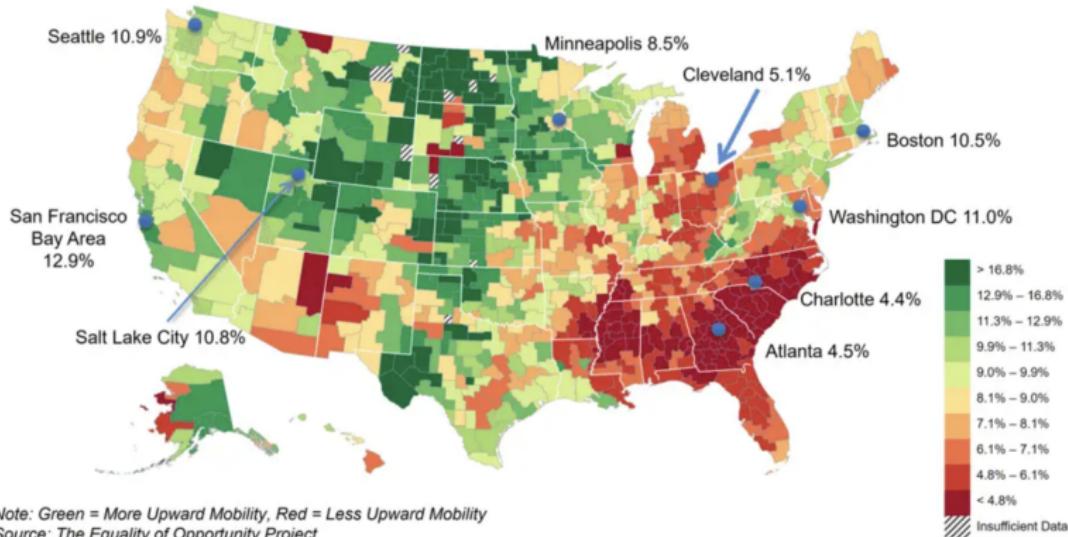
- Volume
- Variety ~ unstructured data (images, text)
- Velocity
- Veracity (tricky)
- Variability (models, meaning)
- Value
- Visualization

*Big data alone is not enough!*

# Linkage (enhancing survey data)

## The Geography of Upward Mobility in the United States

Chances of Reaching the Top Fifth Starting from the Bottom Fifth by Metro Area



Raj Chetty

# Using survey data and “big data” 🤔

**Lookiero:** Would users keep more than 5 items?

We need to simulate scenarios and cannot do AB testing (too expensive and slow)

- **Issues:** Uncertainty and not much data...
- **But wait!** Marketing conducted a survey in France, about 500 users
  - **Question:** Would you like more than 5 items? Would you keep them?
  - I got the answers from the marketing team

A simple model to predict answers of users (survey), and simulate scenarios

- **Random Forest**

- Predict if users will keep more than 5 items versus not
- Features (covariates) = historical data (15)
- Cross-validation (k-fold) + balanced class
- Small sample size = 449 users

- **Performance metrics**

- Accuracy = 61%
- Precision = 68%
- Recall = 74%

A simple model to predict answers of users (survey), and simulate scenarios

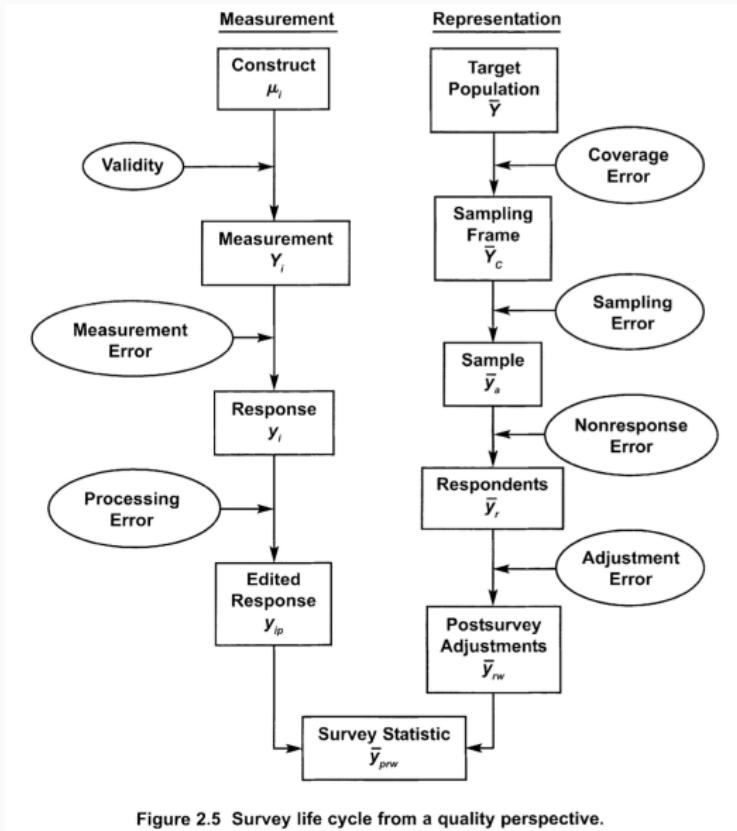
- **Simulation**

- Impute the values for all french users (coarse solution)
- Binomial model with over-dispersion
  - Probability of keeping items
- We simulate the behavior of users based on the estimated probability

# Measurement

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# Total survey error



# Conceptualization

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- What do the main concepts mean in this research?
- How are the main concepts measured?

*The process of specifying what we mean by a term*

# Operationalization

Exhibit 4.1 Concepts, Variables, and Indicators: Operationalizing Concepts.

Concepts	Variables	Indicators
Binge drinking	Frequency of heavy episodic drinking	"How often within the past two weeks did you consume five or more drinks containing alcohol in a row?"
Poverty	Subjective poverty	"Would you say you are poor?"
	Absolute poverty	Family income ÷ Poverty threshold
Socioeconomic status	Income	
	Education	Income + Education + Prestige
	Occupational prestige	

# From indicators to indexes or scales

Exhibit 4.2 Examples of Indexes: Short Form of the Center for Epidemiologic Studies Depression Index (CES-D) and “Negative Outlook” Index

CES-D Index				
At any time during the past week . . . (Circle one response on each line)		Never	Some of the Time	Most of the Time
a. Was your appetite so poor that you did not feel like eating?		1	2	3
b. Did you feel so tired and worn out that you could not enjoy anything?		1	2	3
c. Did you feel depressed?		1	2	3
d. Did you feel unhappy about the way your life is going?		1	2	3
e. Did you feel discouraged and worried about your future?		1	2	3
f. Did you feel lonely?		1	2	3
Negative Outlook Index				
How often was each of these things true during the past week? (Circle one response on each line)		A Lot, Most, or All of the Time	Sometimes	Never or Rarely
a. You felt that you were just as good as other people.		0	1	2
b. You felt hopeful about the future.		0	1	2
c. You were happy.		0	1	2
d. You enjoyed life.		0	1	2

# Big five inventory (BFI) ~ personality traits 🤔

The Big Five Factors are (chart recreated from John & Srivastava, 1999):

Big Five Dimensions	Facet (and correlated trait adjective)
Extraversion vs. introversion	Gregariousness (sociable) Assertiveness (forceful) Activity (energetic) Excitement-seeking (adventurous) Positive emotions (enthusiastic) Warmth (outgoing)
Agreeableness vs. antagonism	Trust (forgiving) Straightforwardness (not demanding) Altruism (warm) Compliance (not stubborn) Modesty (not show-off) Tender-mindedness (sympathetic)
Conscientiousness vs. lack of direction	Competence (efficient) Order (organized) Dutifulness (not careless) Achievement striving (thorough) Self-discipline (not lazy) Deliberation (not impulsive)
Neuroticism vs. emotional stability	Anxiety (tense) Angry hostility (irritable) Depression (not contented) Self-consciousness (shy) Impulsiveness (moody) Vulnerability (not self-confident)
Openness vs. closedness to experience	Ideas (curious) Fantasy (imaginative) Aesthetics (artistic) Actions (wide interests) Feelings (excitable) Values (unconventional)

Which of these dimensions is the most important for job performance?

# Big five inventory (BFI) ~ personality traits

Which of these dimensions is the most important for job performance?

According to *Essentials of Organizational Behavior* (14th Edition), the big five personality dimension that has the biggest influence on job performance is conscientiousness.

## Self-assessment

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree Strongly
1	2	3	4	5

I see Myself as Someone Who...

# What are we measuring?

## Conscientiousness

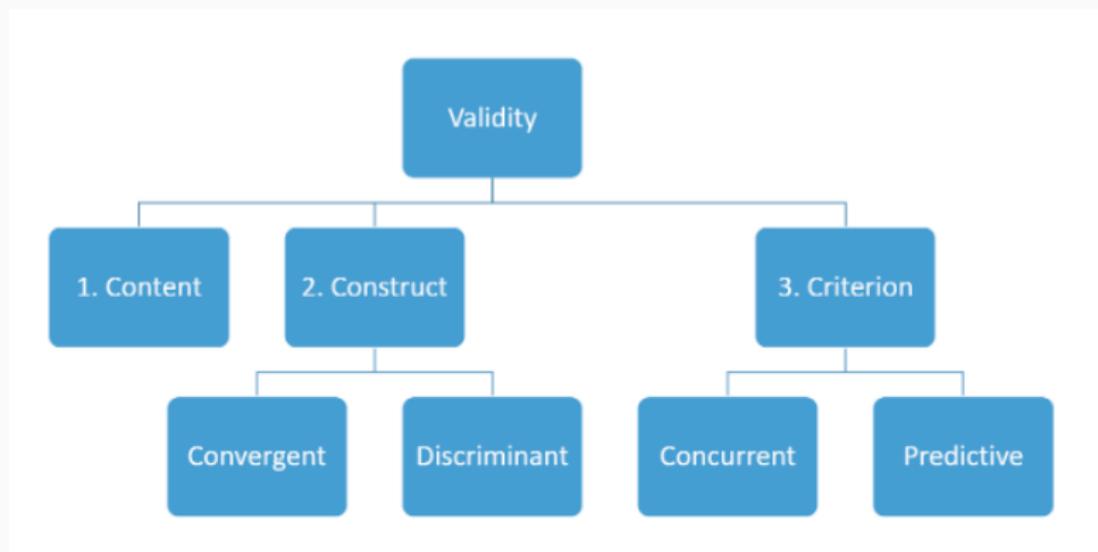
- *Is easily distracted*
- *Makes plans and follows through with them*
- *Does things efficiently*
- *Perseveres until the task is finished*
- *Tends to be lazy*
- *Is a reliable worker*
- *Can be somewhat careless*
- *Does a thorough job*
- *Tends to be disorganized*

## Job performance

- **Supervisor?** Performance assessment?
- Any objective measure of performance?

# Validity

The extent a survey measure accurately reflects the intended construct



# Validity

$$Y_{it} = \mu_i + \epsilon_{it}$$

$\mu_i$  = true value of the construct for the  $i$ th respondent

$Y_{it}$  = response to the measure by the  $i$ th respondent

$\epsilon_{it}$  = deviation from the true value of the construct

Validity can be defined as a measure of correlation:

$$\text{cor}(Y_i, \mu_i)$$

In practice,  $\mu_i$  will be a *gold standard*

# Validity

---

If there is no *gold standard* available...

- **Correlation** of the answers with answers of other survey questions with which, in theory, they ought to be highly related
- **Comparison** between groups whose answers ought to differ if the answers are measuring the intended construct
- **Comparison** of responses from comparable samples of respondents to alternative question wording or protocols for data collection (split-ballot studies) ~ bias

What happens if there is a systematic deviation in response away from a true value?

Split-ballot experiment:

- *On days when you drink alcohol, how many drinks do you usually have - would you say one, two or three, or more?*
- *On days when you drink alcohol, how many drinks do you usually have - would you say one or two, three or four, five or six, or seven or more?*

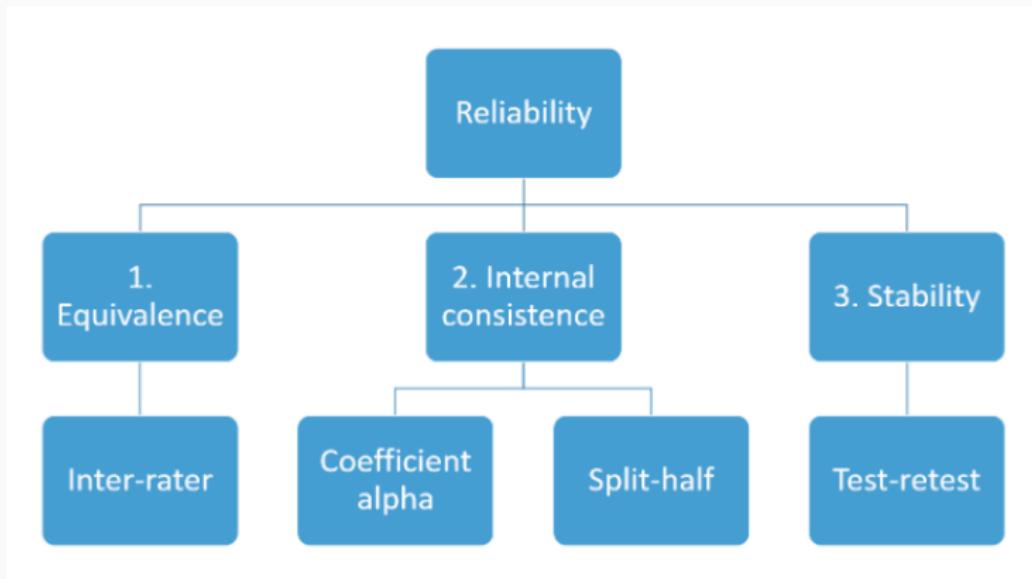


Let's move to R...

- The notion of bias depends on the existence of a **true value!**
- Whether true values exist for subjective states, such as knowledge, opinions, or feelings, is controversial
- That's why the concept of bias technically applies to measure of **objectively verifiable** facts or events

# Reliability

Consistency of measurement either across occasions or across items designed to measure the same construct



## Two general approaches

---

- **Repeated interviews with the same respondent**
  - No changes in the underlying construct between interviews
  - Measurement protocol remains the same
  - No impact of the first measurement on the second responses (e.g., panel conditioning)
- **Use multiple indicators of the same construct**
  - All questions are indicators of the same construct
  - All questions have the same expected response deviation (their response variance is constant)
  - The measures of the items are independent

## Cronbach's alpha

---

$$\alpha = \frac{k\bar{r}}{1 + (k - 1)\bar{r}}$$

$k$  = number of items

$\bar{r}$  = average inter-correlation

A higher  $\alpha$  implies high reliability or low response variance, but can also indicate that one item affects the responses to another

Low  $\alpha$  indicates low reliability or that the items do not really measure the same construct

Short presentation time (recap)

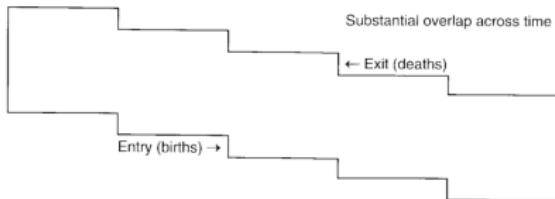
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## Hypotheses on highest impact

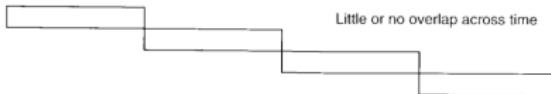
1. Attitudes are less crystallized
2. Increase respondents' knowledge
3. Provide socially non-normative or stigmatized responses
4. Comfort and trust with the survey experience
5. Learning (manipulate instrument or provide more accurate answers)
6. Short time between surveys

# Longitudinal designs

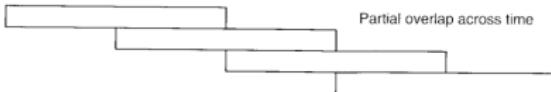
Total Population Design (Example: Census data)



Repeated Cross-Sectional Design (Example: NORC General Social Surveys)



Revolving Panel Design (Example: National Crime Victimization Survey)



Multiple Cohort Panel Design (Example: British Cohort Studies)

Age 11				Age 15
Age 12				Age 16
Age 13	Extensive overlap across time			Age 17
Age 14				Age 18
Age 15				Age 19
Age 16				Age 20

## Suggestions / thoughts

- More research
  - Rotating panels
  - Experiments on large-scale surveys
  - General theory or framework
- May or may not bias substantive conclusions
  - Topic variability
  - Individual heterogeneity
- Corrections?
  - Similar to mode effects (What can we do?)
  - Ex-ante approaches
  - *We ignore panel conditioning at our own peril*

## How reliable are survey measures?

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- Survey content, facts versus non-facts
- Source of information, self-reports versus interviewer judgments
- Context of measurement, the position of item batteries
- Formal attributes of questions (type of rating scale, DK option)

## Employment

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## Lead Data Analyst - Survey Analytics

Boston Consulting Group (BCG) · Madrid, Community of Madrid, Spain (Hybrid) 2 weeks ago · 15 applicants

- Acting as a thought partner for BCG case teams on market research and survey analytics
- Directly driving additional project volumes through broadening and deepening relationships with BCG's consulting team and topic experts
- Application of market research knowledge to interpret and discuss elements of survey design (sampling, quotas, methodology, questionnaire structure etc.)



## Lead Data Analyst - Survey Analytics

Boston Consulting Group (BCG) · Madrid, Community of Madrid, Spain (Hybrid) 2 weeks ago · 15 applicants

- Collaboration with survey programmers, third-party vendors, and partners for implementation of online surveys and data collection
- Quality review of online surveys before launch, data handling and management capabilities to validate and clean data prior to further processing
- Using specialized survey data analysis tools (SPSS) and application of statistical theoretical concepts (univariate, bivariate and multivariate methods) to deliver practical data analytics outcomes

## Methods of data collection

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# Key questions on the mode of collection

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**Mode: Method or approach used for data collection**

- What is the **most appropriate** method for a particular research question?
- What is the **impact** of a particular data collection method on survey **errors and costs**?

From paper to laptops, tablets, smartphones...

- **CAPI:** Computer-assisted personal interviewing
- **ACASI:** Audio computer-assisted self-interviewing
- **CATI:** Computer-assisted telephone interviewing
- **IVR:** Interactive voice response
- **SMS**
- **Web / Social media**

# Survey technology

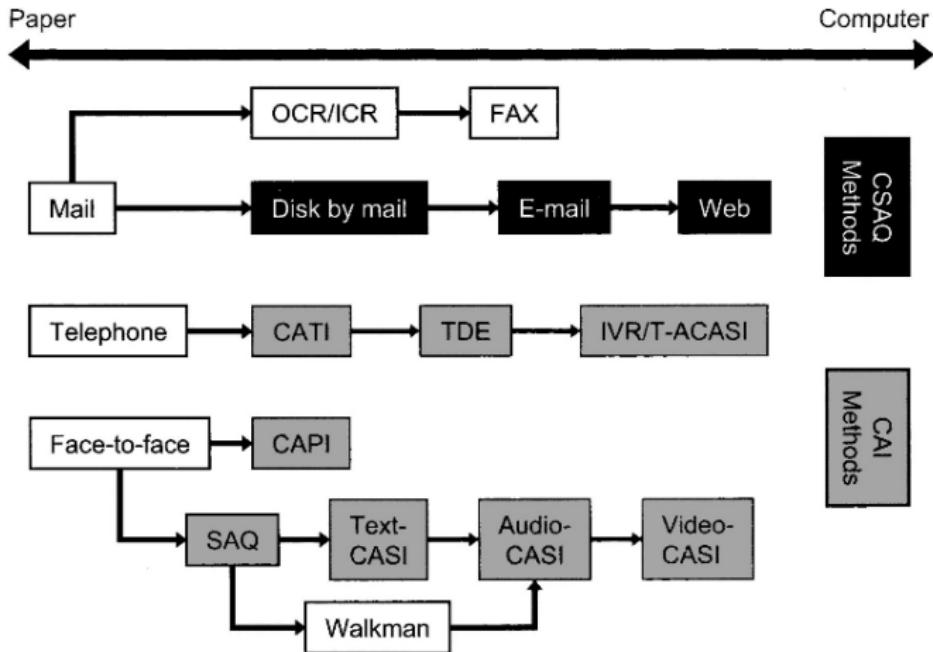


Figure 5.2 The evolution of survey technology.

Enter the name of the next person in the household. Include everyone living or staying in this household.

Do not enter anything and press Next if all persons have been recorded.

First Name

John

Last Name

Doe

John Doe

**John Doe:** What languages do you speak?

If John Doe lists only one language, probe and ask if John Doe speaks more than one language.

Languages Spoken

Arabic (العربية)	<input checked="" type="checkbox"/>
Bengali (বাংলা)	<input type="checkbox"/>
Cantonese (粵語)	<input type="checkbox"/>
English	<input checked="" type="checkbox"/>
French (Français)	<input checked="" type="checkbox"/>
German (Deutsch)	<input type="checkbox"/>

28% 2:42 PM

Simple CAPI...

John Doe

Main Language

**John Doe:** What is the language that you speak most frequently?

Arabic (العربية)

English

French (Français)

28% 2:39 PM

Survey...

Which of the following crops were produced by your household during the last growing season?

Maize

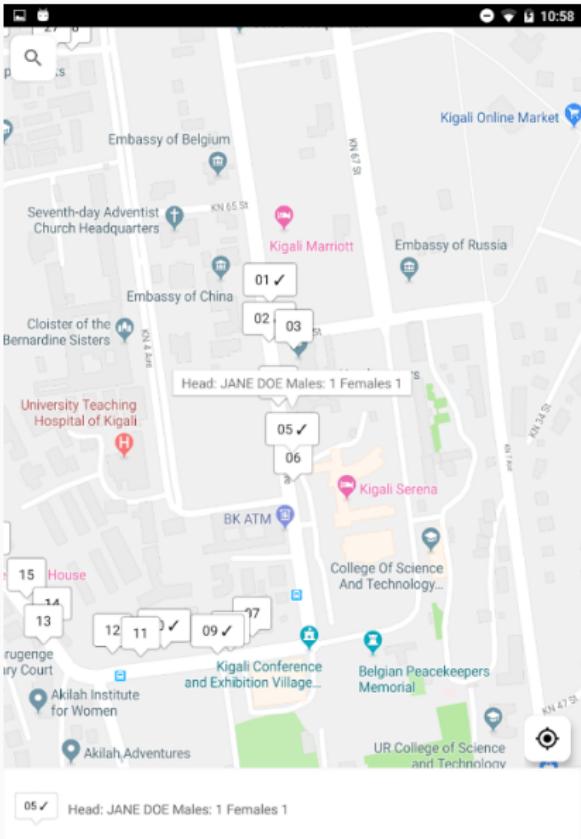
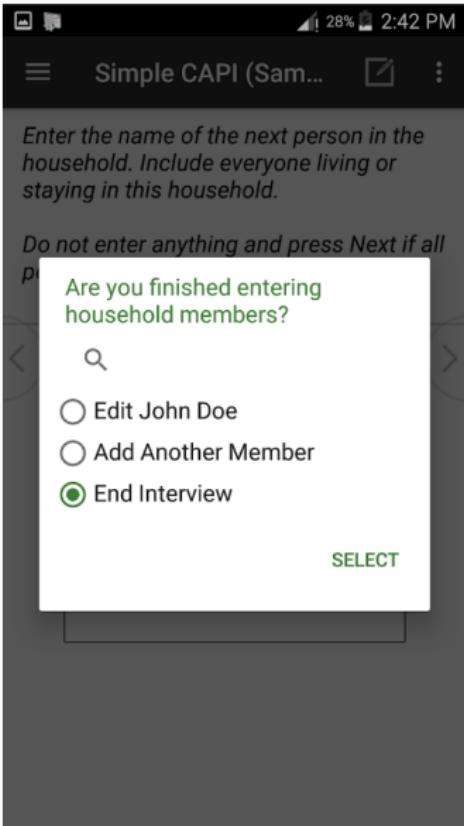


Rice



Sorghum





¿Cuál es tu estado civil?

- 1 Soltero
- 2 Casado
- 3 Convive
- 4 Separado o divorciado
- 5 Viudo

ID

REGION  ESTRATO  RUT

COMUNA

NOMBRE

SEXO

EDAD REGISTRO

EDAD

ESTADO CIVIL

Estado civil

- 1 Soltero
- 2 Casado
- 3 Convive
- 4 Separado o divorciado
- 5 Viudo



Estimado(a) **CAUSHI CUEVA HUGO EPIFANIO**, INACAP se encuentra realizando un estudio sobre las principales razones y motivos por las sus alumnos dejan de estudiar en la institución. Para ello, ha seleccionado al azar a un grupo de ex-alumnos con el objetivo de aplicarles un breve cuestionario. Para nosotros es muy importante poder contar con tu opinión.

Te recordamos que tus respuestas serán absolutamente privadas y confidenciales. Muchas gracias por tu tiempo y colaboración.

Para empezar, ¿me podrías decir tu edad?

Entry Message

La diferencia entre la edad declarada (54) y la edad del registro (22) es muy grande, ¡corregir!

Ok

Edad (declarada)	
NOMBRE	15:98 99 Ns-Nr (no leer)
SEXO	
EDAD REGISTRO	
EDAD	54
ESTADO CIVIL	5

# Dimensions affected by the mode of collection

- Degree of involvement of the interviewer
  - Pros: decrease of non-response, sampling recruitment, clarification of questions
  - Cons: costs, desirability bias
- Degree of interaction with respondents
  - Pros: researcher control of data collection
  - Cons: contextual effects
- Degree of privacy
  - Group application in schools (e.g., drug use)
  - Application in households (e.g., family violence)
  - Characteristics of the interviewer

## Dimensions affected by the mode of collection

---

- Channels of communication
  - Visual, audio
  - Social presence
- Technology used
  - Training (CAPI / CATI)
  - Complex skips versus programming errors
  - Control of respondents (move backward, save)
  - Educational and literacy constraints

# Design implications of mode

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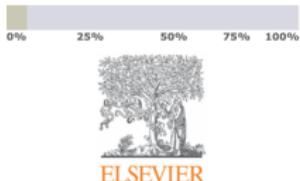
- Sampling frame and design
  - Area probability frames and face-to-face interviews
    - Gold standard (but with some limits)
  - Sample selection, screening → better done by interviewers
  - Panel studies: face-to-face → telephone

# Design implications of mode

- Non-response
  - *face-to-face → telephone → mail → web*
  - Reasons for non-responding might also differ
  - How much info can we collect from the non-response unit

# I received this survey some time ago... 🤔

After finishing the review of a scientific paper, I got a survey to assess the reviewing process. I didn't finish it. Do you guess why?



When considering whether or not to accept an invitation to review an article, how important are the following?

	Extremely important	Important	Neither important nor unimportant	Not very important	Not at all important	Don't know/not applicable
Invitation to review (e.g. politeness, appropriateness etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article closely matches your area of expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length of time given to review the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of the journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructions and criteria for review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of online review system (e.g. it is reliable and easy to use)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools and support offered by publisher to help during review (e.g. help finding related articles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Editor communication (e.g. assistance, feedback etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recognition/rewards offered by the journal (e.g. reviewer certificates, credits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I received this survey some time ago... 😕



We would like you to think about the article you most recently reviewed for **Advances in Life Course Research**. Please indicate the extent to which you agree/disagree with the following statements about your experience.

**Invitation process**

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/ not applicable
The invitation was polite and courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of information I received regarding the article was sufficient for me to decide to review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article was relevant to my field of expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had sufficient time to decide whether or not to accept the invitation to review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found it easy to communicate my decision to accept/reject the invitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found it straightforward to register as a reviewer for the journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< >>

# I received this survey some time ago... 🤔



In reference to the article you most recently reviewed for **Advances in Life Course Research**, please indicate the extent to which you agree/disagree with the following statements about your experience.

#### Reviewing process

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/not applicable
It was clear to me by what criteria I should evaluate the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The length of time given to complete the review was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could read the manuscript and figures clearly with no technical problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of research in the article was sufficiently good to merit peer review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The standard of English in the article was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The review format and structure for review submission was helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was a good level of communication with the Editor during the review process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reminders I received were timely and useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to submit my report/recommendations for the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I received this survey some time ago... 😕



ELSEVIER

In reference to the article you most recently reviewed for **Advances in Life Course Research**, please indicate the extent to which you agree/disagree with the following statements about your experience.

***Performance of online review platform/ services/ support***

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/ not applicable
The system is reliable and robust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a fast system for review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The online review platform is available whenever I need to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The online help for reviewers is clear and easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools offered by the publisher to help conduct the review were useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< >>

# Design implications of survey mode

## Measurement quality: social desirability bias

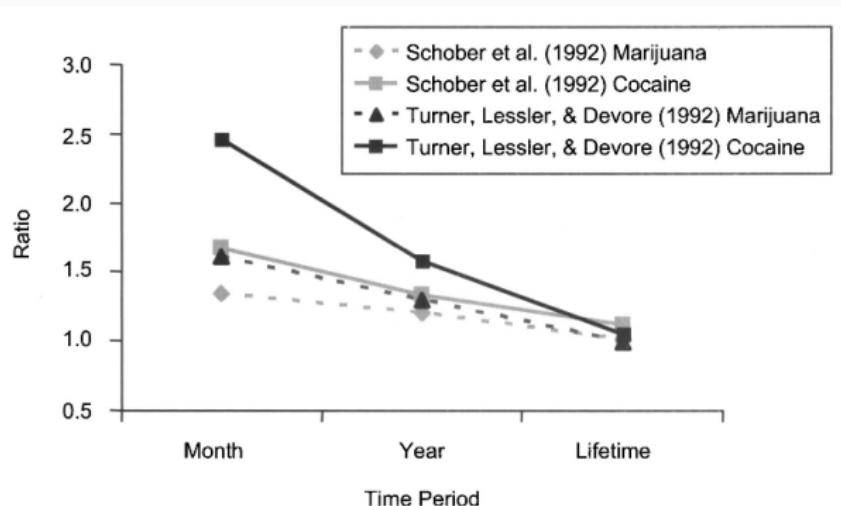


Figure 5.4 Ratio of proportion of respondents reporting illicit drug use in self-administered versus interviewer-administered questionnaires, by time period by drug.

# Design implications of mode

Measurement quality: response effects 🤔

*Primacy versus recency effects*

## P46STM.- Reasons why people are not treated equally

Reasons because people are not treated equally. Of all of the reasons for which people in this country are not treated equally, which one affects you the most?

- 0 No answer
- 1 For being youth
- 2 For being old
- 3 For being woman
- 4 For being a man
- 5 For skin color
- 6 For being Immigrant
- 7 For being homosexual
- 8 For religion
- 9 For being poor
- 10 For being handicapped
- 11 For not having enough education
- 12 For not having connections
- 13 For not being anyone
- 14 (Country) treats all equally
- 15 Not discriminated by anybody

### Measurement quality: data completeness

- Fewer questions are answered in self-administered questionnaires
- Item-missing data
- Length opened-ended questions

## Costs

- Training
- Supervision
- Interviewers
- Servers/databases
- Providers

# Summary

Dimension	Paper	CAPI	CATI	Mail	e-mail	Web
Flexibility data collection	high	medium-high	medium-high	low	low	low
Interaction interviewer	yes	yes	yes	no	no	no
Question diversity	high	high	low	medium	medium-high	medium-high
Visual and audio stimuli	high	high	low	medium-low	medium-high	medium-high
Sample size per budget	low	low	medium	high	high	high
Sample control	medium	medium	high	low	medium-low	low
Control collection context	high	high	medium	low	low	low
Fieldwork control	medium-low	medium	high	no	no	no
Training interviewers	yes	yes	yes	no	no	no
Information per respondent	high	high	medium	medium	medium	medium
Response rate	high	high	medium	low	low	low
Privacy (perception)	medium	medium	medium	high	medium	high
Social desirability	high	high	medium	low	low	low
Getting sensitive information	low	low	medium-high	high	high	high
Interviewer bias	high	medium	medium	no	no	no
Speed	medium-low	medium-low	medium-high	low	high	high
Cost	high	high	medium	low	very low	very low

# Which mode seems more suitable for this question? 🤔

P69. Lea con detención las siguientes frases e indique cuál de ellas se acerca más a la realidad de su empresa. Use la escala de 1 a 5, en donde el número 1 es más cercano a la frase A y 5 es más cercana a la frase B.

Frase A	← Escala →					Frase B
	1	2	3	4	5	
1 El capital con queuento en la actualidad <u>no me alcanza</u> para realizar inversiones.	1	2	3	4	5	El capital con queuento en la actualidad <u>me alcanza</u> para realizar inversiones.
2 El acceso al financiamiento <u>es</u> una dificultad real para mis inversiones.	1	2	3	4	5	El acceso al financiamiento <u>no es</u> una dificultad real para mis inversiones.
3 Los costos de los créditos <u>son</u> una dificultad real para mis inversiones.	1	2	3	4	5	Los costos de los créditos <u>no implican</u> una dificultad para mis inversiones.
4 Mi endeudamiento <u>es</u> una dificultad para realizar inversiones en mi empresa.	1	2	3	4	5	Mi endeudamiento <u>no presenta</u> una dificultad para realizar inversiones en mi empresa.
5 La rentabilidad de mi negocio <u>no me permite</u> realizar inversiones en mi empresa.	1	2	3	4	5	La rentabilidad de mi negocio <u>me permite</u> realizar inversiones en mi empresa.

How do you ask this question in a telephone survey?

## Codelco

- About 15000 workers
- Important differences between production workers and the rest of the staff
- Several units/department
- Public company, unions are very strong
- Six different regions in Chile

Which mode would you use?

Engagement in mining company from Chile 🤔

Codelco



Which mode would you use?

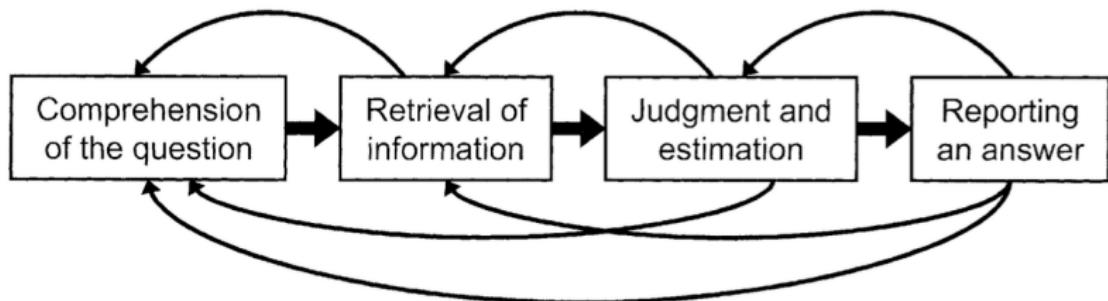
- Key areas of impact
  - Reduce coverage error
  - Reduce non-response error
  - Lowering survey costs
- Limitations
  - Unified mode design
  - It can be time consuming

- **Typology**
  - **Type I:** contact one mode, respond using a different mode
  - **Type II:** mostly one mode, specific question another mode (reduce social desirability effects) ~ concurrent
  - **Type III:** Several modes for different respondents during the same survey period
  - **Type IV:** Use one mode on one occasion, and a different mode (follow-up)

## Questions and answers

---

## Model of survey response process



**Figure 7.1** A simple model of the survey response process.

## Problems in answering survey questions

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- Failure to encode the information sought
- Misinterpretation of questions
- Forgetting and memory problems
- Flawed judgment or estimation strategies
- Problems in formatting an answer
- More or less deliberate misreporting
- Failure to follow instructions

# Misinterpreting questions

---

- Grammatical ambiguity
- Excessive complexity
- Faulty presupposition
- Vague concepts
- Vague quantifiers
- Unfamiliar terms
- False inferences
- Cultural differences

## Grammatical ambiguity + complexity 🤔

*During the past 12 months, since [DATE], how many times have you seen or talked to a doctor or assistant about your health? Do not count any time you might have seen a doctor while you were a patient in a hospital, but count all other times you actually saw or talked to a medical doctor of any kind.*

**What is being asked?**

## Faulty presupposition

---

*How much do you agree or disagree with this sentence:  
Family life often suffers because men concentrate too  
much on their work*

## False inference (intention)

---

*Are there any situations you can imagine where you would approve of a policeman striking an adult male citizen?*

Any thoughts regarding this question? 🤔

**P28NF.- Questioning the leaders /authority**

Which of the following statements is closest to your view? Choose statement

- A. We should be more active in questioning the actions of our leaders.
- B. As citizens, we should show more respect for authority.

*0 No answer*

*1 Agree strongly with A*

*2 Agree with A*

*3 Agree with B*

*4 Agree strongly with B*

*7 None*

*8 Don't know*

# Cultural differences

- EcoSocial Study ([Social Cohesion in LA](#))
- Corporación de Estudios para Latinoamérica ([CIEPLAN](#))
- 7 countries, 2007



95% of people in Guatemala declare to believe in God

*Do you consider yourself a person?*

*Very religious*

*Quite religious*

*Somewhat religious*

*Not very religious*

*Not religious at all*

## Recap on quirky question

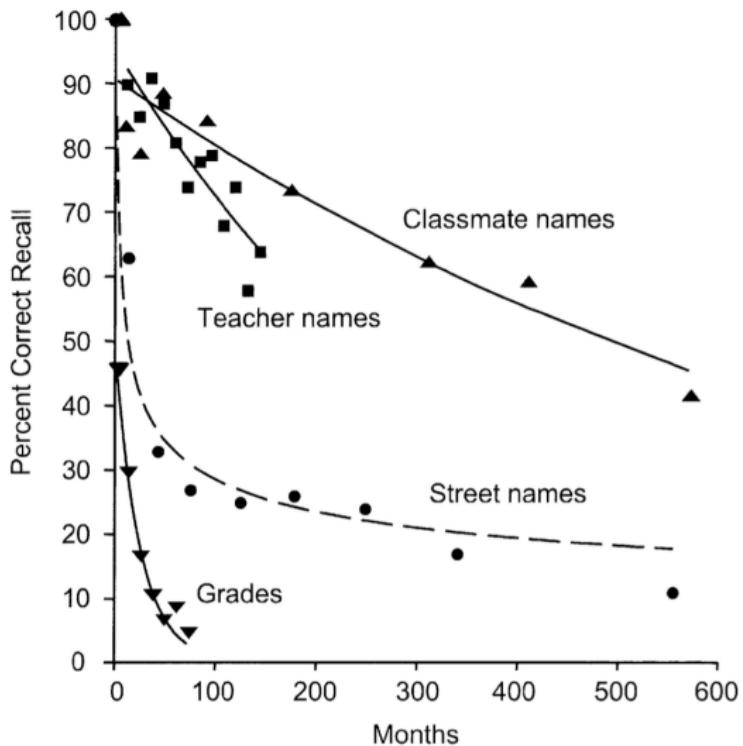
---

*How much do you agree or disagree with this sentence:  
Family life often suffers because men concentrate too  
much on their work*

### What do you want to measure?

- Macho/conservative stance
- Agree or disagree with what (suffering or working too much)?

# Forgetting and memory problems



**Figure 7.2** Recall accuracy for types of personal information.  
(Source: Tourangeau, Rips, and Rasinski, 2000.)

# Forgetting and memory problems

## Reentry study

8. ¿Ha habido algún evento importante para ti? Anotar la última entrevista realizada como evento en el primer mes del calendario, para marcar el mes de inicio. (NOTA: Registrar con una X los meses en que ocurrió, y anotar descripción del evento).

MES	1	2	3	4	5	6	7	8	9	10
Día/Mes/Año										
Evento	Descripción literal									
Evento 1										
Evento 2										
Evento 3										
Evento 4										
Evento 5										
Evento 6										
Evento 7										
Evento 8										

👉 Luego regresaremos a usar el calendario, sin embargo ahora revisaremos otras cosas sin utilizarlo....

## Estimation process for behavioral questions

Now think about the past 12 months, from [DATE] through today. We want to know how many days you've used any prescription tranquilizer that was not prescribed to you or that you took only for the experience or feeling it caused during the past 12 months.

**National Survey on Drug Use and Health (NSDUH)**

### Strategies

- Recall-and-count → telescoping → over-reporting
- Rate-based-estimation
- Impression-based-estimation

## Judgment processes for attitude questions

*Do you think the US make a mistake in deciding to defend Korea or not? (Gallup)*

*Do you think the US was right or wrong in sending American troops to stop the Communist invasion of South Korea? (NORC)*

Which question did get more support to the US?

## Formatting the answer

---

The most common will be:

- Open-ended questions that call for numerical answers
- Closed questions with ordered response scales
- Closed questions with categorical response options

## Formatting the answer 🤔

---

*Would you say that in general your health is (read options):*

- (1) Excellent
- (2) Very good
- (3) Good
- (4) Fair
- (5) Poor

*Behavioral Risk Factor Surveillance System (BRFSS)*

Any issues here?

## Formatting the answer 🤔

---

*Now, thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?*

***Behavioral Risk Factor Surveillance System (BRFSS)***

Any issues here? Better than the previous question? Pros and cons?

Let's check some [examples here!](#)

- Statements to be **agreed or disagreed** with is one of the most common formats
- They are simple to construct and answer
- But, they encourage a tendency to agree on irrespective of the item content (acquiescence)

# Acquiescence



In reference to the article you most recently reviewed for **Advances in Life Course Research**, please indicate the extent to which you agree/disagree with the following statements about your experience.

## Reviewing process

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/ not applicable
It was clear to me by what criteria I should evaluate the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The length of time given to complete the review was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could read the manuscript and figures clearly with no technical problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of research in the article was sufficiently good to merit peer review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The standard of English in the article was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The review format and structure for review submission was helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was a good level of communication with the Editor during the review process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reminders I received were timely and useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to submit my report/recommendations for the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## How to offset the effect of acquiescence?

- Balancing direction of agree-disagree items 😊
- Do not use agree-disagree items, but **forced-choice questions**

## Acquiescence (before)

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*Do you agree or disagree that most of men are better suited emotionally for politics than are most women?*

## Acquiescence (after)

---

*Would you say that most of men are better suited emotionally for politics than are most women, that men and women are equally suited, or that women are better suited than men?*

## Acquiescence (before)

---

*Management lets employees know how their work contributes to the company's goals*

*Some people think management lets employees know how their work contributes to the company's goals. Other people think management does not let employees know how their work contributes to the company's goals. Which comes closer to how you feel?*

## Meaning of frequency categories

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Relative frequencies are not simple translations of absolute frequencies, they incorporate evaluative information

*Both Annie and Alvie Singer report having sex three times a week, but she characterizes this as constantly, whereas his description is hardly ever*

Woody Allen's *Annie Hall*

## Motivated mis-reporting

*Think especially about the last 30 days, from [DATE] up to and including today. During the past 30 days, on how many days did you use cocaine? ([NSDUH](#))*

*In talking to people about elections, we often find that a lot of people were not able to vote because they were not registered, they were sick, or they just didn't have the time. How about you – did you vote in the elections this November? ([American National Election Study](#))*

# Navigational errors

A1. Were you working for pay or profit during the week of April 12-18, 1992? This includes being self-employed or temporarily absent from a job (e.g., illness, vacation, or parental leave), even if unpaid.

1  Yes – Skip to A8

2  No  
↓

A2. Did you look for work anytime during the five weeks between March 8 and April 12, 1992?

1  Yes

2  No

## Double-negative

---

*Please tell me whether you agree or disagree with the following statement about teachers in public schools:  
Teachers should not be required to supervise students in the halls, the lunchroom, and the school parking lot*

## Ranking questions

---

*People look for different things in a job. Below is a list of six factors in job satisfaction. Please mark the items in the order of their importance to you, starting with 1 as the most important factor in job satisfaction, through 6 for the least important factor.*

- Work that pays well
- Work that gives a sense of accomplishment
- Work where you can advance
- Pleasant working environment
- Steady place of work with minimal chances of being laid off
- Work that provides good social benefits

## Non-sensitive questions

- All reasonable possibilities in closed questions
- Specific questions!
- Words easy to understand
- Memory clues to improve recall or use aided recall
- For long recall periods use a life event calendar
- Diary, household records, bounded recall
- Use proxies when the cost is a factor

## Sensitive questions

- Open rather closed questions (eliciting frequency of sensitive behaviors)
- Longer than shorted questions (loading)
- Familiar words
- Ask about long periods (distant events)
- Sensitivity flow
- Self-administrated methods
- Validation data

## Attitude questions

- Specify the attitude object clearly
- Avoid double-barreled questions
- Measure the strength of attitude
- Use bipolar items
- Alternatives mentioned in the question have a big impact on answers
- Panel studies, measure the same questions each time

## Attitude questions

- Multiple items, start with the least popular
- Use five to seven response scales and label every scale point
- Use lever or analog devices to collect more detailed scale information
- Use ranking only if the respondents can see all alternatives, otherwise use pair comparisons
- Get ratings for every item of interest, not check all-that-apply

How would you evaluate these questions? 🤔

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*Do you think the government is spending too little, about the right amount, or too much on anti-terrorism measures?*

*Do you favor legalized abortion because it gives women the right to choose?*

*The US Supreme Court has ruled that women should be able to end a pregnancy at any time during the first three months. Do you favor or oppose this ruling?*

## Self-administered questions

- Use visual elements in a consistent way (path of questionnaire)
- Place directions where they are to be used and where they can be seen
- Ask one question at a time
- Simple and short questions

<p><b>A1. Were you working for pay or profit last week?</b> <i>(Please circle the number of your answer.)</i></p> <p>1. Yes 2. Not – Skip to A8</p> <p><b>A2. How many hours did you work last week?</b></p> <p><input type="text"/> hours <i>(Please enter the number of hours.)</i></p>
---

## Let's review an example

The **U.S. Trans Survey** (USTS) is the largest survey of trans people, by trans people, in the United States. The USTS documents the lives and experiences of trans and non-binary people ages 16+ in the U.S. and U.S. territories.

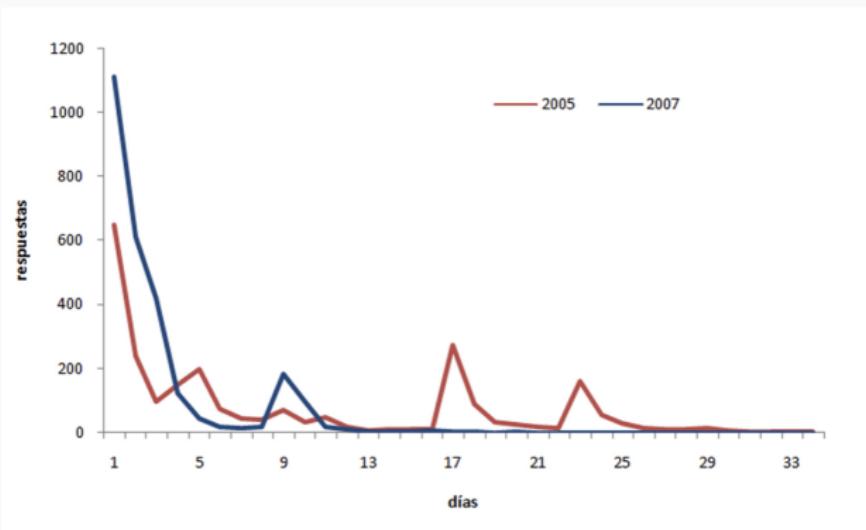
<https://www.ustranssurvey.org/> Info on the design 2015 here



# Sample validation Web surveys

- IP addresses
- Detect and mitigate bot attacks
- Anomaly detection

## PUC Student survey on drug use (emails)



## Assessing survey questions

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## Methods to evaluate draft questions

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- Expert reviews
- Focus group (focused discussion)
- Cognitive interviews
- Field pretests
- Randomized or split-ballot experiments

# Cognitive interviewing

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- Concurrent think-alouds
- Retrospective think-alouds
- Confidence ratings
- Paraphrasing (own respondent's words)
- Definitions
- Probes (follow-up questions)

- **Small scale rehearsals**
  - Check CAPI/CATI/Web survey are working correctly
- Sample ~ 100
- Debriefings with interviewers
- Data are tabulated
  - Rate of missing data
  - Distribution of answers
  - Reliability / consistency
- **Record interviews**
  - Behavior coding

# Behavioral coding

**Table 8.1. Examples of Behavior Codes for Interviewer and Respondent Behaviors**

Code Category	Description
<b>Interview Questioning Behaviors (choose one)</b>	
1. Reads question exactly as worded	
2. Reads questions with minor changes	
3. Reads questions so that meaning is altered	
<b>Respondent Behaviors (check as many as apply)</b>	
1. Interrupts question reading	
2. Asks for clarification of question	
3. Gives adequate answer	
4. Gives answer qualified about accuracy	
5. Gives answer inadequate for question	
6. Answers "don't know"	
7. Refuses to answer	

Create a questionnaire from scratch

---

## Seven steps for questionnaire design

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1. Define conceptual and construct variables according to the research objectives
2. Formulate preliminary survey items according to the above constructs
3. Examine preliminary questionnaire item
4. Write an introduction and instructions
5. Run an empirical examination in a small representative study (pilot study)
6. Correct and rephrase items according to findings from the previous stage
7. Make any final adjustments and modifications

# Operationalization

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Let's check an example...

## First: Review relevant literature and previously tested tools

- Who is your target population?
- Do you fully understand the issues and concepts to be examined?
- What are the main variables of interest?
- What do you want to learn about the above variables from your target population?
- How will the questionnaire be administered (mode)?

## Second: Write the items to be included in your questionnaire

- Have you clearly identified the concept and construct of the variables of interest?
- Have you examined other relevant and related questionnaires?
- Have you consulted others to make sure your items are clear?

## Second: Write the items to be included in your questionnaire

- Are the questions simply presented?
- Do the questions cover the scope of issues intended?
- Are items too complex and convoluted and potentially confusing to potential participants?
- Do any items use double negatives?
- Are any questions leading or loaded?

## Third: Design the layout and overall questionnaire

- Does the questionnaire have a title, clear introduction, and section directions?
- Do the title and introduction promote interest in the research?
- Do the title and introduction promote participation and completion?
- Are items logically arranged?
- Are directions in each section clear and easy to follow?



  
ELSEVIER

In reference to the article you most recently reviewed for **Advances in Life Course Research**, please indicate the extent to which you agree/disagree with the following statements about your experience.

Performance of online review platform/services/support

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/not applicable
The system is reliable and robust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
It is a fast system for review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The online review platform is available whenever I need to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The online help for reviewers is clear and easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Tools offered by the publisher to help conduct the review were useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

<< >>

## 2022 USTS

English 

Please make an ID. The research team will use your ID for their analysis. It will not be used to identify you. Please answer the following questions to make your ID:

What are the first and last letters of your first name?  
(Example: Sam = SM)

What are the last two digits of your primary phone number?  
(Example: 123-456-7890 = 90)

What are the last two digits of the zip code where you reside?  
(Example: 01234 = 34)

What are the first and last letters of your mother's first name?  
(Example: Alex = AX) (Enter XX if you do not know your mother's first name)

## Fourth: Empirical examination and pilot test

- How long does it take participants to complete the questionnaire?
- What items are difficult for them to answer?
- Are there items that were not clear to the participants?
- What items are left unanswered?

## Fourth: Empirical examination and pilot test

- Is there any information that pilot group participants added?
- Are items reliable and valid?
- Do the reliability and validity of the data provide evidence that the questionnaire examines the trait intended by the research question and variables?

# Useful questionnaire design steps

## Removing items!



We would like you to think about the article you most recently reviewed for **Advances in Life Course Research**. Please indicate the extent to which you agree/disagree with the following statements about your experience.

Invitation process

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know/ not applicable
The invitation was polite and courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of information I received regarding the article was sufficient for me to decide to review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article was relevant to my field of expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had sufficient time to decide whether or not to accept the invitation to review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found it easy to communicate my decision to accept/reject the invitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found it straightforward to register as a reviewer for the journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Standardization and styles of interviewing

Set of practices commonly used in surveys conducted to describe a population

- Read questions as written
- Probe inadequate answers nondirectively
- Record answers without discretion
- Be interpersonally non-judgmental regarding the substance of answers

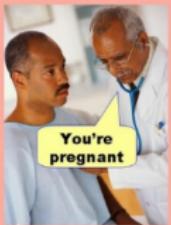
# Social desirability by mode

- Sample: recent alumni of a single university
- Interactive Voice Response (IVR)

**Table 9.** False Negative and False Positive Rates, by Item and Mode

True status	CATI		IVR		Web		All respondents Yes (record) (%)
	False negative (%)	False positive (%)	False negative (%)	False positive (%)	False negative (%)	False positive (%)	
GPA < 2.5	<b>83.3</b>	0.0	<b>69.2</b>	0.8	<b>61.5</b>	0.7	12.1
At least one D or F	<b>33.0</b>	3.3	<b>28.3</b>	5.4	<b>19.9</b>	2.2	61.1
Dropped a class	<b>34.3</b>	6.3	<b>34.2</b>	9.1	<b>31.6</b>	7.6	68.4
Warning or probation	<b>33.3</b>	9.1	<b>33.3</b>	11.8	<b>25.0</b>	12.4	2.4
GPA > 3.5	16.7	<b>7.4</b>	19.1	<b>1.9</b>	6.8	<b>6.0</b>	21.4
Honors	5.3	<b>5.2</b>	0.0	<b>5.7</b>	2.8	<b>6.4</b>	12.1
Donations ever	31.5	<b>24.3</b>	25.4	<b>19.2</b>	30.5	<b>20.3</b>	40.7
Donations in last year	8.8	<b>25.6</b>	22.2	<b>25.9</b>	20.0	<b>23.3</b>	15.7
Member of Alumni Association	2.0	<b>10.7</b>	11.1	<b>10.1</b>	3.2	<b>8.1</b>	16.2

# Social desirability by mode

		In reality	
		Significant result	Non-significant result
Study conclusion	Significant result	<b>Correct conclusion</b>	 False positive (type 1 error) 1-Confidence
	Non-significant result	 False negative (type 2 error) 1-Power	<b>Correct conclusion</b>

## Techniques for sensitive questions

- Indirect question (loading)
- Randomized response technique (RRT)
- Unmatched count technique (UCT)
- Open questions
- Sensitive questions at the end of the questionnaire
- Embedding sensitive items with items even more threatening (from most to least severe)

## Field experiences

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# EcoSocial Study

- EcoSocial Study ([Social Cohesion in LA](#))
- Corporación de Estudios para Latinoamérica ([CIEPLAN](#))
- 7 countries, 2007



# Fieldwork

Country	Company	Sample design	Language	Training	Manual	Data entry	Output
Argentina	University	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	Delayed
Brazil	Ipsos	Quota	Portuguese	Supervisors and interviewers	Yes	CsPro	On time
Chile	University	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	On time
Peru	University	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	On time
Colombia	Centro Nacional de Consultoría	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	Delayed
Guatemala	Borges & Asociados	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	On time
Mexico	Ipsos	Quota	Spanish	Supervisors and interviewers	Yes	CsPro	Delayed

<https://github.com/sdaza/survey-methods>