

Government 10: Quantitative Political Analysis

Sean Westwood

Measurement and Sampling

Measurement: Concepts

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Concept	Measurement
Economic Performance	<ul style="list-style-type: none">- Average household income- Unemployment rate
Support for Democracy	<ul style="list-style-type: none">- Electoral participation rates- Survey responses

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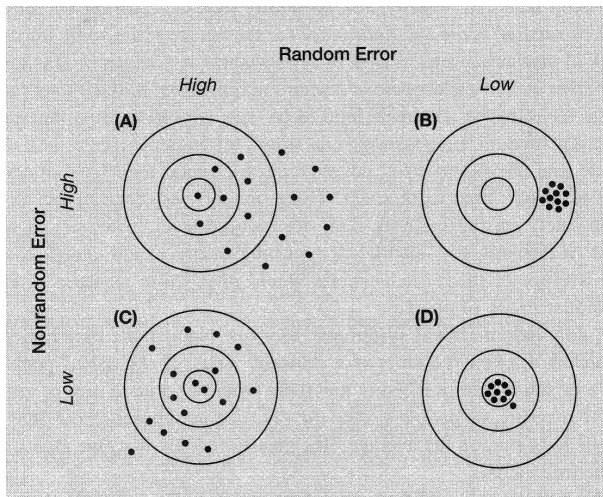
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Measurement and Error



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How do we measure most of these things?

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How do we measure most of these things? Surveys!

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- ▶ Assuming the subset is representative

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Two common methods:

- ▶ Probability sampling: every unit of a target population has a known AND non-zero probability of being selected
- ▶ Simple *random sampling* (SRS): selects a pre-determined number of respondents from a target population with each potential respondent having an equal chance of being selected

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- ▶ Candidate support
- ▶ Health
- ▶ TV and movie preferences

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Things that can go wrong:

- ▶ *Unit non-response*: the failure to reach selected units
- ▶ *Item non-response*: respondents refuse to answer certain survey questions.
- ▶ *Social desirability bias*: the problem where respondents choose an answer that is seen as socially desirable regardless of what their truthful answer is