

Survey research in the digital age

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Summer Institutes in Computational Social Science
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Schedule

- ▶ 9.00-9.45 Introduction & total error survey framework
- ▶ 9.45-10.15 Probability and non-probability sampling
- ▶ Coffee break
- ▶ 10.30-11.00 Computer-administered interviewing
- ▶ 11.00-11.30 Linking surveys to big data
- ▶ 11:30-13:00 Intro and begin group exercise
- ▶ Lunch (or Eisbach plunge)
- ▶ 14:00-15:45 Continue group exercise

Credits

These materials build heavily on Matthew Salganik's 2019 SICSS class as well as Chapter 3 of "Bit by Bit: Social Research in the Digital Age".

	Sampling	Interviews	Data environment
1st era	Area probability	Face-to-face	Stand-alone
2nd era	Random digital dial probability	Telephone	Stand-alone
3rd era	Non-probability	Computer-administered	Linked

Warm-up exercise

Go to <https://tinyurl.com/xv26a3s7> and do the questionnaire.

Warm-up exercise

[Home](#) > [Psychonomic Bulletin & Review](#) > [Article](#)

Brief Report | [Published: 07 August 2012](#)

Nonprobative photographs (or words) inflate truthiness

[Eryn J. Newman](#), [Maryanne Garry](#) , [Daniel M. Bernstein](#), [Justin Kantner](#) & [D. Stephen Lindsay](#)

[Psychonomic Bulletin & Review](#) **19**, 969–974 (2012) | [Cite this article](#)

23k Accesses | **84** Citations | **513** Altmetric | [Metrics](#)

<https://link.springer.com/article/10.3758/s13423-012-0292-0>

Warm-up exercise

Rating general knowledge statements for their truth, either with or without image:

Sunlight contains ultraviolet radiation.

True

False

Warm-up exercise

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Sunlight contains ultraviolet radiation.

True

False

Sunlight contains ultraviolet radiation.



True

False

Ways in which we can—and need to—ask questions has changed

New ways to ask

Ways in which we need to ask differently:

- ▶ Questions look and work differently on digital vs. analogue, and between digital devices (**mode effects**)

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- ▶ Software allows updating questionnaires on the fly (**adaptive experimentation**)

Mode effects

Asking questions digitally requires respecting digital setup and type of device


- ▶ Some classical response formats do not work well on mobile (e.g., question matrix)
- ▶ “Primacy effect” found to be larger on mobile
- ▶ Online respondents are more impatient


12:29

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When you get together with friends or relatives, would you say you discuss frequently, occasionally or never about ... ?

	Never	Once a year	Once a month	Once a week	Several times a week	Every day
National political matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European political matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local political matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




Powered by Qualtrics 

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European political matters 

Momentary assessments

Ecological momentary assessment (experience sampling)

- ▶ Collection of data in real-world environments
- ▶ Focus on individuals' current or very recent states or behaviors
- ▶ May be event-based, time-based, or randomly prompted
- ▶ Completion of multiple assessments over time

Questions