Survey research in the digital age

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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

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

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



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

Sunlight contains ultraviolet radiation.

True

False

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

Su	nlight contains ultraviolet radiation.
	True
	False



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

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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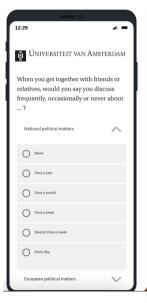
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- Shift to mobiles allow asking question at higher frequency and at targeted times (momentary assessments)
- Apps can make research questions more motivating (gamification)
- Software allows updating questionnaires on the fly (adaptive experimentation)

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





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

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Article

Utilizing Smartphones to Study Disadvantaged and Hard-to-Reach Groups

Naomi F. Sugie

Abstract

Mobile technologies, specifically smartphones, offer social scientists a potentially powerful approach to examine the social world. They enable researchers to collect information that was previously unobservable or difficult to measure, expanding the realm of empirical investigation. For research that concerns resource-poor and hard-to-reach groups, smartphones may be particularly advantageous by lessening sample selection and attrition and by improving measurement quality of irregular and unstable experiences. At the same time, smartphones are nascent social science tools, particularly with less advantaged populations that may have different phone usage patterns and privacy concerns. Using findings from a smartphone study of men recently released from prison, this article discusses the strengths and challenges of smartphones as data collection tools among disadvantaged and hard-to-reach groups.



Questions