

Survey Research and Design

Questionnaire Design

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What to do with outlier polls?

Washington Post/ABC poll from this week had Trump up 10 percentage points over Biden for the 2024 election.

read the article through the first graph + the methodology/cross-tab report that's linked at the end: <https://tinyurl.com/post-abc-sept2023>

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What are potential explanations for why the results are so different from other polls'?

What data could we look at to further examine these results?

Should the Post have published this at all?

Survey Writing Workshop

Part 1. Research questions about your topic

- o Create an account and log into Roper Center's iPoll (<https://ropercenter.cornell.edu/ipoll/>)
- o Search for questions related to your topic
- o Start a document with question, citation, and results

Part 2. Start to write your survey instrument

- o Put together about 5-10 questions
- o Use previous questions or write new ones

Part 3. Get acquainted with Qualtrics

- o Go to upenn.qualtrics.com
- o Write test survey questions and preview the survey