

WRITING A SURVEY CRITIQUE

A Guide for GOV 1010

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Survey Critique Assignment....

- Each student will be responsible for writing two short (2 – 4 page) critiques of a survey, survey question, poll, or interpretation of a survey.
- The critique should focus on one particular aspect or issue of the report and should be some aspect of survey methodology covered in the course.
- You should provide a copy of (or link to) to the relevant survey report or release you discuss, although any relevant parts for your discussion should be presented in your paper.

Tips and Tricks

- Don't critique everything
- Focus on one item or a subset of related items
- Tie the issue to sources of survey error we have covered in class or in the readings
- A brief citation or two can sometimes help
- If glaring issues with other items, mention only briefly if needed

Topic Selection

- The most interesting critiques usually focus on one of the following types of issues:
 - A generally good survey that has a glaring or subtle problem or issue
 - A prominent and well-regarded expert mis-uses or mis-understands a survey in a substantive way

Where to find surveys.....

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SEAS Survey Reveals 'Breakdown in Confidence' in School's Ability to Address Bad Behavior

Dean of SEAS Francis J. Doyle III called the survey results, which indicated that more than a quarter of respondents have experienced harassment or discrimination, "eye-opening."

BY LUKE W. XU, CRIMSON STAFF WRITER

19 HOURS AGO



SEAS Survey Results
said they had experienced harassment or discrimination



29% of those who experienced discrimination chose to report it



22% of those who reported were "very satisfied" with administrators' response

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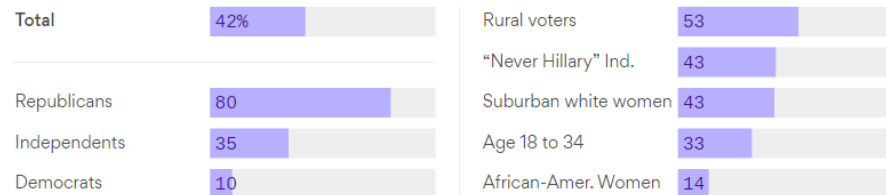
David Nather 13 hours ago

SAVE 📌

Exclusive poll: Most Americans don't like Trump's China tariffs

Percent who think trade war with China has been good for jobs

Survey of 2,291 U.S. adults, Sept. 28-30, 2018



Data: [Survey Monkey online poll](#) conducted Sept. 28-30, 2018 among 2,291 U.S. adults. Total margin of error is ± 3.0 percentage points. Modeled error estimates: African-American women ± 9.0 , age 18 to 34 ± 6 , suburban white women ± 6.5 , "Never Hillary" Independent voters ± 11.0 , Rural voters ± 5.5 . [Poll methodology](#); Chart: Harry Stevens/Axios

A narrow majority of Americans think President Trump's tariffs against China have been bad for jobs, and his overall trade policies are unpopular by a nearly identical margin, according to a new Axios/[SurveyMonkey](#) poll.

Why it matters: Trump has a chance to improve his approval numbers now that he's reached a new trade agreement with Canada and Mexico to replace NAFTA. But this poll, taken before the agreement was announced, shows how much ground he has to make up due to the unpopularity of the tariffs.

By the numbers:

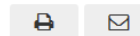
- **By a margin of 53% to 42%**, Americans think the trade dispute with China has been bad for jobs rather than good for jobs. That's almost an exact match with his overall trade numbers: 53% disapprove, 44% approve.

Tallahassee Reports

HOME EXCLUSIVE LOCAL NEWS BUSINESS ANDREW GILLUM LOCAL RACES SUPPORT ABOUT US

Harvard Poll: 69% Say Hearings National Disgrace, 75% Say Feinstein Should Have Turned Over Letter

By Staff on October 2, 2018 · No Comment



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The Center for American Political Studies (CAPS) at Harvard University released polling results before and after the confirmation testimony of Judge Kavanaugh. The findings, per CAPS, are outlined below.

Kavanaugh Confirmation (Pre-Testimony)

In the days leading up to the testimony of Dr. Christine Blasey Ford and Judge Kavanaugh before the Senate Judicial Committee, 82% had heard about the sexual harassment allegations and the majority – 60% – believed the allegations are mostly true (16% think they are definitely true, 44%

Recent

Popular



Harvard Poll: 69% Say Hearings National Disgrace, 75% Say Feinstein Should Have Turned Over Letter

October 2, 2018



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October 2, 2018



Tallahassee's Crime Problem Hits Florida State University

October 2, 2018

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Poll shows almost half of Russians believe October Revolution reflected majority will

Society & Culture October 11, 13:16 UTC+3

At the same time, 92% of Russians consider a new revolution in Russia as unacceptable

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- 5 Reports of Russian opera star Hovorostovsky's death 'totally untrue' — agent
- 6 Describing Russian-Moroccan ties, Medvedev recites end line from Casablanca movie
- 7 Tit-for-tat measures against US-backed media not to affect outlets from other countries

TOP STORIES

INTERVIEW



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What do you think of your commute? Pittsburgh officials create regional survey

September 14, 2015 9:30 PM



Bill Wade/Post-Gazette

Cars travel along Penn Avenue in Garfield in January.

By Kim Lyons / Pittsburgh Post-Gazette

A new survey is designed to help city officials figure out how Pittsburghers get to work or school, and where they're coming from, with an eye toward improving daily commutes.

Mayor Bill Peduto's office announced Monday it was teaming with the Green Building Alliance, the Pittsburgh 2030 District, Envision Downtown and others on a regional survey of commuters called Make My Trip Count.

"Pittsburghers' commutes are an important part of their daily lives," Mr. Peduto said in a statement. "Whether we're busing, driving, riding the T, walking or biking, most of us commute twice a day, five times a week — some of us more."

Anna Siefken — of the Pittsburgh 2030 District initiatives of the Green Building Alliance focused on reducing energy and water consumption by buildings in Downtown and Oakland — said the goal is to provide local officials with data that will lead to tangible information for employers about how much of an impact their workers' commutes are having on water, energy and emissions. Many major employers in the city are already committed to working with the 2030 District, she added.

The 2015 Urban Mobility Scorecard, which was compiled by the Texas A&M Transportation Institute and Inrix, a traffic monitoring company, found the average Pittsburgh commuter wasted 39 hours stuck in traffic and burned 21 additional gallons of gasoline last year alone.

The first half of the new city survey does not include some modes of transportation, such as Uber and Lyft or taxis as potential answers to the question "Which mode of transportation do you use?"

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- How much time and money does an average Pittsburgh commuter waste in traffic a year?

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Four Quick Questions

Do you think the headset problems during the Steelers vs. Patriots game was due to power issues?

- ☐ No, something is suspicious
☐ Yes, just bad weather
☐ I don't know

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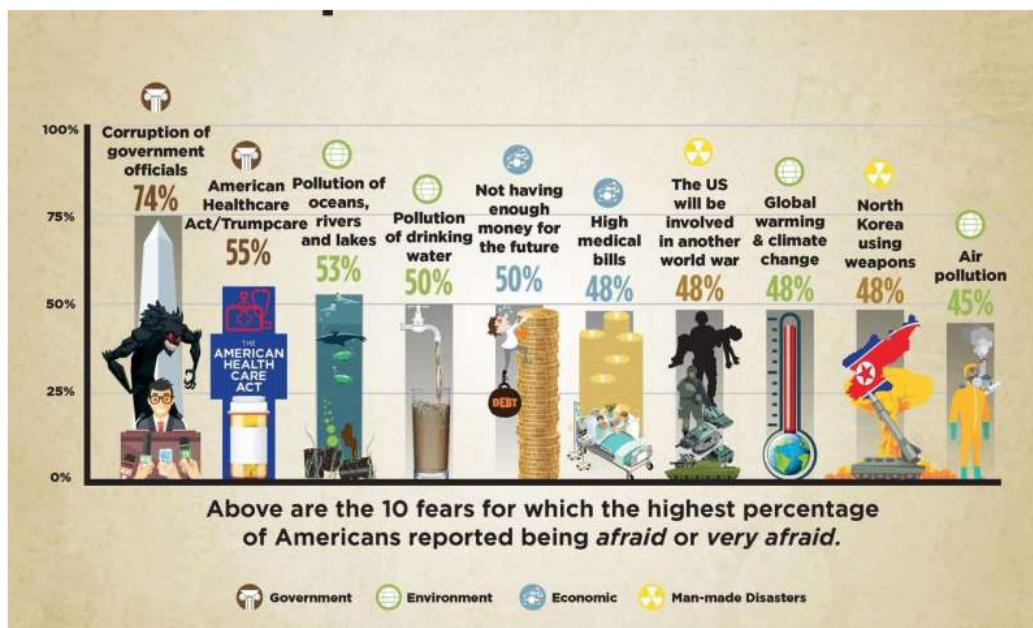
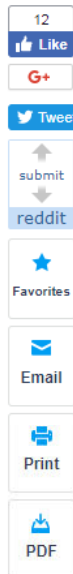
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What do Americans fear most? Researchers release 4th annual Survey of American Fear

October 11, 2017



Americans' Top 10 Fears in 2017. Credit: Chapman University






Chapman University recently completed its fourth annual Chapman University Survey of American Fears (2017). The survey asked respondents about 80 different fears across a broad range of categories including fears about the government, the environment, terrorism, health, natural disasters, and finances, as well as fears of public speaking, spiders, heights, ghosts and many other personal anxieties.

In addition to the set of fears examined in previous waves, the survey team took a closer look at one particular fear-related phenomena: fear of extremism.

In its fourth year, the annual Chapman University Survey of American Fears included more than 1,207 adult participants from across the nation and all walks of life that is a direct slice of the American population according to census data. The 2017 survey data is organized into four basic categories: personal fears, natural disasters, paranormal fears, and fear of extremism.

The 2017 survey shows that the top 10 things Americans fear the most are:

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SELF-DRIVING CARS CHARTS

Most Americans expect cars to be driverless within 50 years – but still won't ride in them

Autonomous-car companies have a lot of work to do on changing public perception.

BY RANI MOLLA | @RANIMOLLA | OCT 4, 2017, 10:00AM EDT

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A driver presents a Cruising Chauffeur, a hands-free self-driving system designed for motorways. | Alexander Koerner / Getty Images

Car companies are planning to put driverless cars [on the road by 2020](#), and the [government](#) is in the process of making that legal. Americans themselves are a little less ready, according to survey data released today by [Pew Research Center](#).

About two-thirds of U.S. adults expect most cars to be driverless within the next half century (only 8 percent think they will never happen). At the same time, more than half of Americans — 56 percent — say they would not ride in a driverless car if given the opportunity.

The sentiments highlight another major hurdle necessary to making driverless cars a reality — negative consumer opinion.

TRENDING



Facebook-owned Oculus built another VR headset: The \$199 wireless 'Oculus Go'



Amazon has replaced Google as the company others are most worried about

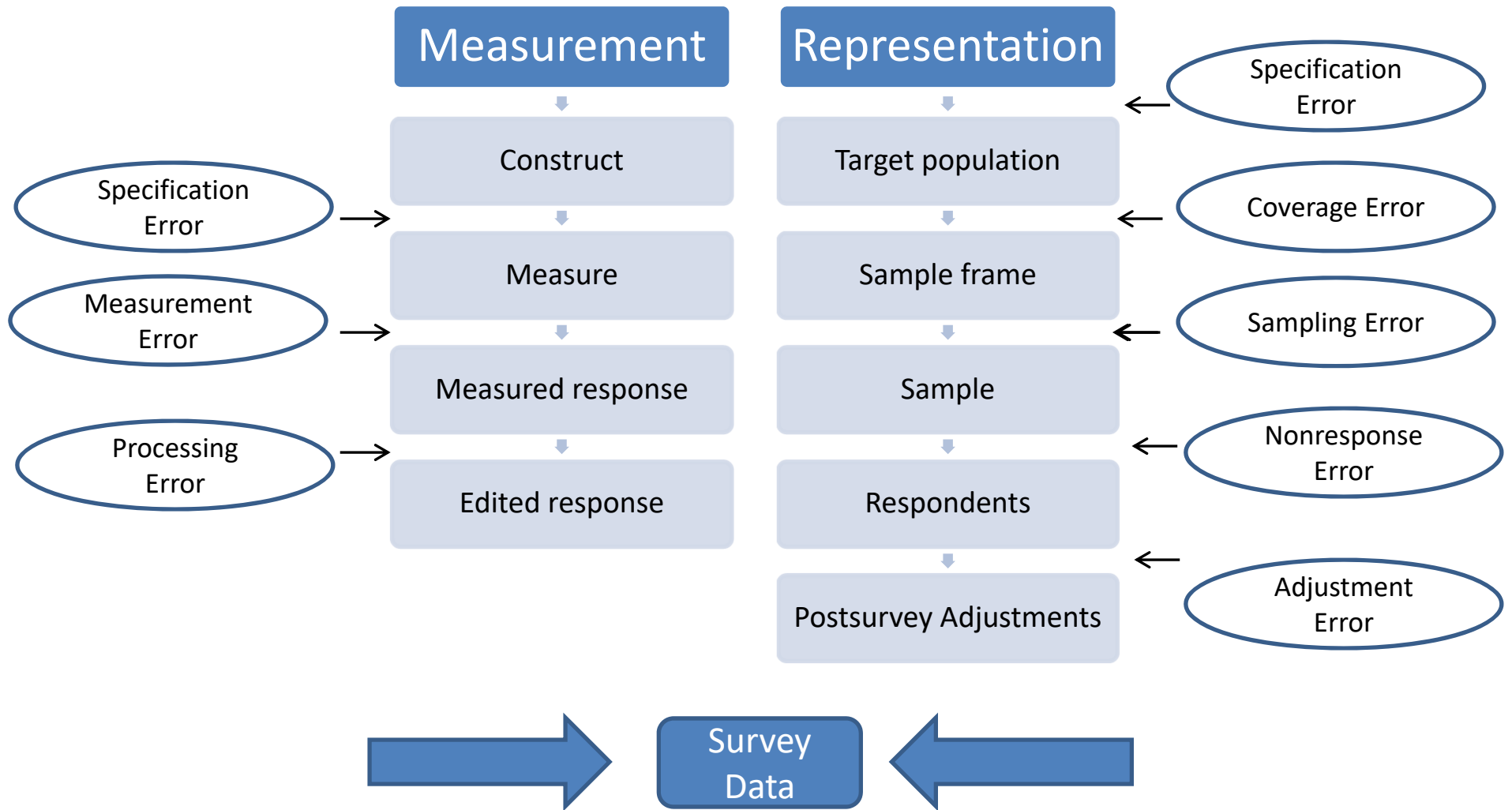


Sheryl Sandberg is headed to D.C. to

Writing a survey critique

- Focus on sources of survey error
- Look at methodology

Total Survey Error.....





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Survey

Can't see the survey below? [Click here](#)



Make My Trip Count: Pittsburgh Commuter Survey

1. Welcome! Please Help Us Make YOUR Trip Count.

2%


Thank you for taking a few minutes to make your trip count! Survey results will provide a broad set of information on how Pittsburghers regularly travel to work or school in Downtown Pittsburgh and Oakland, informing regional transportation decision-making.

Completing this survey will enter you in for a chance to win one of our select prizes!

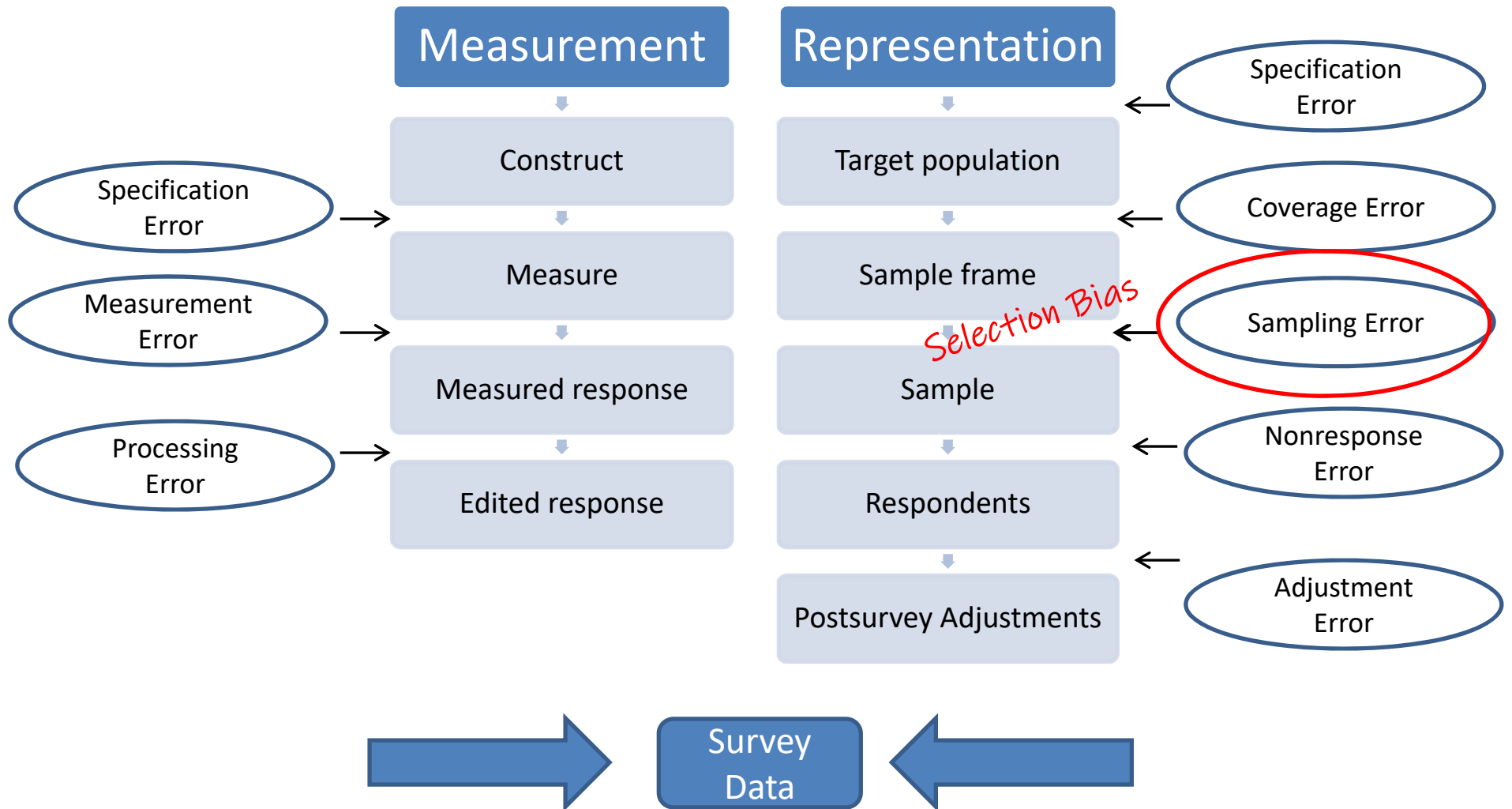
The survey has 2 parts:

- Part 1 is absolutely critical for our research (3 to 5 minutes).
- Part 2 is optional and will help improve transportation decision-making for the Pittsburgh region (10 minutes).

When filling out the survey, please consider your past 12 months of commuting in Pittsburgh. This is very important, as your regular work and school trips might change based on

powered by  SurveyMonkey

Total Survey Error.....



Today's Topic

- Questionnaire design.....

Response Effects

- Primacy effect
 - Respondents focusing on initial items or response choices
 - Typical in self-administered surveys
- Recency Effect
 - Respondents focusing on most recent thing they heard
 - More common in interviewer-administered surveys.

Question Order Effects

- Earlier questions can condition or prime later questions
 - Context effects
 - Contrasts effects

SELF-DRIVING CARS CHARTS

Most Americans expect cars to be driverless within 50 years – but still won't ride in them

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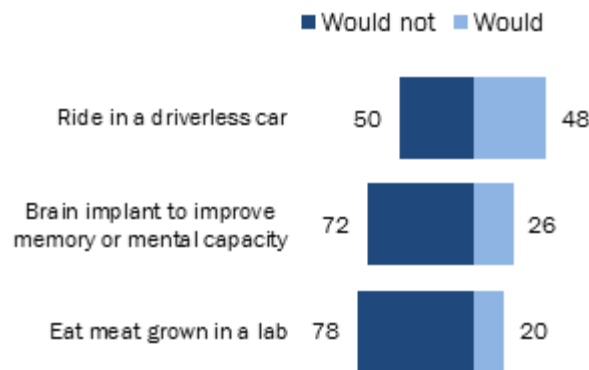


Sheryl Sandberg is headed to D.C. to

What so Americans think about driverless cars.....

Driverless cars? Maybe. Lab grown meat? Not so much.

% who would/would not do the following if possible ...



Pew Research Center, February 13-18 2014 survey, n=1,001.

PEW RESEARCH CENTER

Survey Question:

Next, here are some things that people might be able to do in the next 50 years. For each, tell me if this were possible, would YOU PERSONALLY do this... (First,)
Would you

Ride in a driverless car

- Yes, would do this 48%
- No, would not do this 50 %
- Don't know (VOL.) 2 *
- Refused (VOL.) *

Question Order Effects

- Context
- Contrast
 - Look to the questionnaire

Pew Introduction and First Question:

- [Sample recruitment and selection – not fully documented]
- PIAL1 Now I have a few questions about the future. Some books and movies portray a future where technology provides products and services that make life better for people. Others portray a future where technology causes environmental and social problems that make life worse for people. How about you? Over the long term, you think that technological changes will lead to a future where people's lives are mostly better or to a future where people's lives are mostly worse?

Pew First Battery...

- PIAL2 Now I'm going to read you a list of things that may or may not happen in the next 50 years. Please tell me how likely you think it is that each will happen. First, how likely do you think it is that [INSERT ITEM; RANDOMIZE]...

Computers will be as effective as people at creating important works of art such as music, novels, movies, or paintings

Definitely happen

Probably happen

Probably NOT happen

Definitely NOT happen

Already happened (VOL.)

Don't know (VOL.)

Refused (VOL.)

-

First Battery Items

- Computers will be as effective as people at creating important works of art such as music, novels, movies, or paintings
- People in need of an organ transplant will have new organs custom made for them in a lab
- Humans will build colonies on another planet that can be lived in for long periods
- Humans will be able to control the weather
- Scientists will have developed a way to teleport objects – that is, moving objects from one location to another without physically touching them

Pew second battery....

- Next, here are some other things that might happen in the next 50 years. For each, tell me if you think it would be a change for the better or a change for the worse if this happens. How about [INSERT ITEMS; RANDOMIZE]?

If lifelike robots become the primary caregivers for the elderly and people in poor health

- Change for the better
- Change for the worse
- Both good and bad (VOL.)
- Don't know (VOL.)
- Refused (VOL.)

Pew second battery items.....

- If lifelike robots become the primary caregivers for the elderly and people in poor health
- If personal and commercial drones are given permission to fly through most U.S. airspace
- If most people wear implants or other devices that constantly show them information about the world around them
- If prospective parents can alter the DNA of their children to produce smarter, healthier, or more athletic offspring

Third battery....

- PIAL4 Next, here are some things that people might be able to do in the next 50 years. For each, tell me if this were possible, would YOU PERSONALLY do this... (First,) Would you [INSERT ITEMS; RANDOMIZE]?

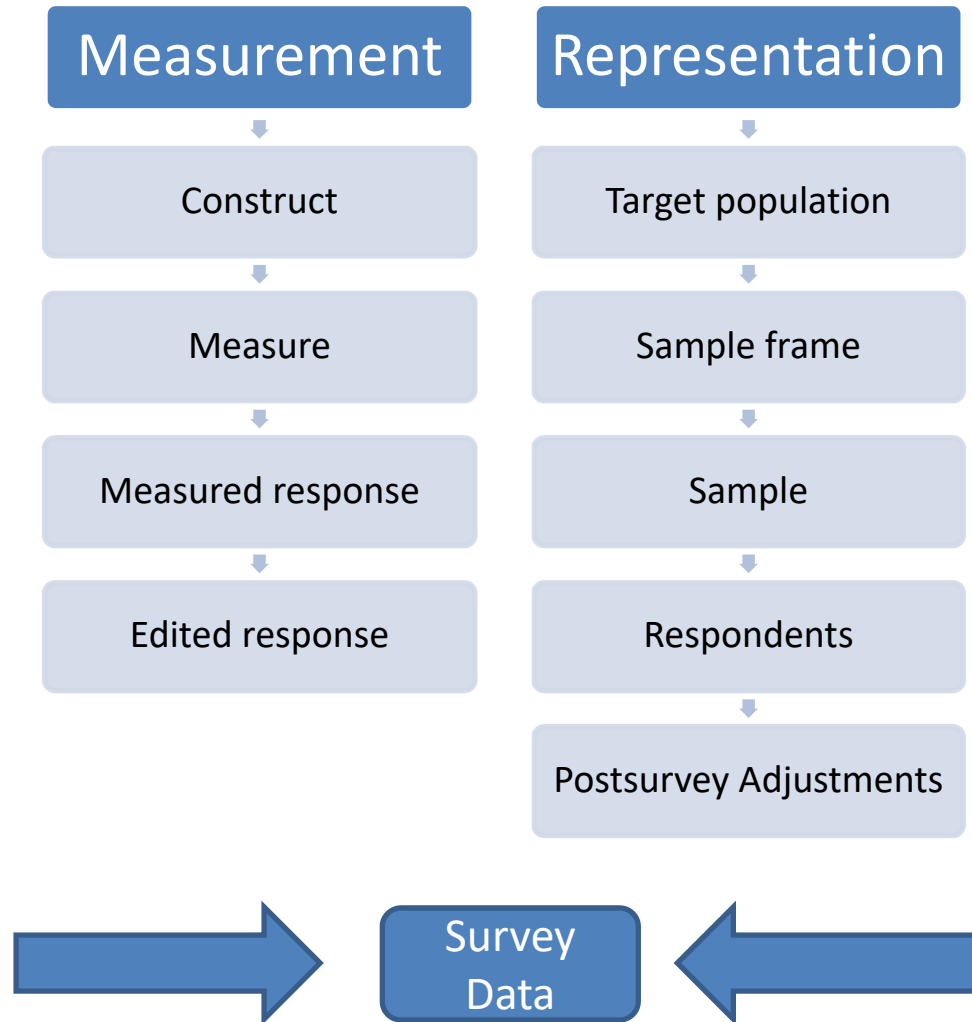
Eat meat that was grown in a lab

- Yes, would do this
- No, would not do this
- Don't know (VOL.)
- Refused (VOL.)

Pew third battery items.....

- Eat meat that was grown in a lab
- *Ride in a driverless car*
- Get a brain implant to improve your memory or mental capacity

Total Survey Error.....



Where to find data

Public Opinion Data Resources

Web-Based Resources/Harvard Databases

Indexes

Periodicals

Popular Surveys

Welcome

The Harvard Library maintains a rich collection of national and international public opinion data in many different formats including indexes, periodicals, and websites. This guide provides a description, time span, location and call number of each resource. It also notes whether the resource provides summary-level data or micro-level data.

Summary-Level Data

Summary-level data are published data points in either print or electronic format. You would use summary-level data if you were looking for a quick statistic such as a Presidential Approval Rating.

Gallup Analytics

Fully searchable records of Daily U.S. Data - economic, well-being, and political data collected since 2008; World Poll Data - economic, social, and well-being data collected annually since 2005 in 160+ countries; and Gallup Brain - historical Gallup trends on thousands of topics from the U.S. and world dating back to the 1930s. Subscription only allows one login at a time.

Pew Research Center for the People and the Press

The Pew Research Center is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. It conducts regular **monthly polls** on politics and major policy issues as well as the **News Interest Index**, a weekly survey aimed at gauging the public's interest in and reaction to major news events. It also has a **data archive**.

Pew Social and Demographic Trends

Studies behaviors and attitudes of Americans in key realms of their lives, including family, community, health, finance, work and leisure. Includes datasets on aging, mobility, gender, middle class, race, marriage, parenthood, Muslim Americans, personal finance, social trust, work, optimism, cars, and family bonds.

Pollingreport.com (1985 - present)

This resource provides summary-level highlights from recent national polls, and includes some historical comparative data. The main subjects include politics and policy, business/economics, and the American scene. Users can also select data from the

Micro-Level Data

Micro-level data files are the numerically-coded results of individual responses to such files as the census questionnaires, public opinion surveys, etc. You have much more flexibility to work with the data and run statistical analyses on the extracted data. The data are in an unanalyzed, raw format of columns and rows, usually in ASCII format but not always. Some raw data files are accompanied by files in SPSS, SAS or other statistical software format for easier use in these packages. If you are working with only the raw data, you must consult the data documentation (codebook) and write a small program or use an extraction program to have the computer "read" in the data into a useable format.

Roper Center for Public Opinion Research

The Roper Center for Public Opinion Research provides access to summary-level (aggregate) and micro-level (raw) public opinion data. While the data collection focuses strongly on United States public opinion, it also includes growing collections of (micro-level) European, Latin American (**Latin American Databank**) and Japanese polls. The data archive (micro-level data) is searchable by keyword, date, and survey organization. The iPOLL database is searchable at the question level. The full-text retrieval system allows the user to see the exact wording of the question as well as all corresponding responses. Users can search by keyword and/or subject, and limit by survey organization or date. All study level information is provided. If available, direct links to data and documentation are provided. The Roper Center resources require users to set up individual accounts in order to gain access to the data.

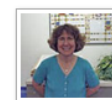
America's Barometer (LAPOP - Latin American Public Opinion Project)

Multi-country, regularly conducted survey of democratic values and behaviors in the Americas. Topics include citizen views on system support, political tolerance, citizen participation, local government, corruption, and views on authoritarianism for the Americas. Coverage 2004-2010.

Harvard Dataverse Network

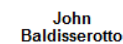
The Harvard Dataverse includes the world's largest collection of social science research data. Collections include data sets from government entities, universities, and individual researchers. Data can be downloaded in multiple formats, if permissions allow, and in

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MISSION

The mission of the Roper Center is to collect, preserve, and disseminate public opinion data; to serve as a resource to help improve the practice of survey research; and to broaden the understanding of public opinion through the use of survey data in the United States and around the world.

