

Research Design

07: survey design and analyses

Initial questions?

surveys

What are surveys and their attributes?

“Ask what you want to know, not something else.”

— Bradburn, 2004

Clarity

Bias

Length

Complexity

surveys, designing response types

Binary

Yes, No

Nominal

Sweet, Sour, Savory, Salty, Bitter

Ordinal
Likert scale

Strongly disagree, Disagree, Neutral, Agree, Strongly agree
-2 -1 0 +1 +2

Interval and ratio scales

Temperature, Length

Representation

*who you talk to
making inferences from respondents to population*

Measurement

what you learn from those conversations

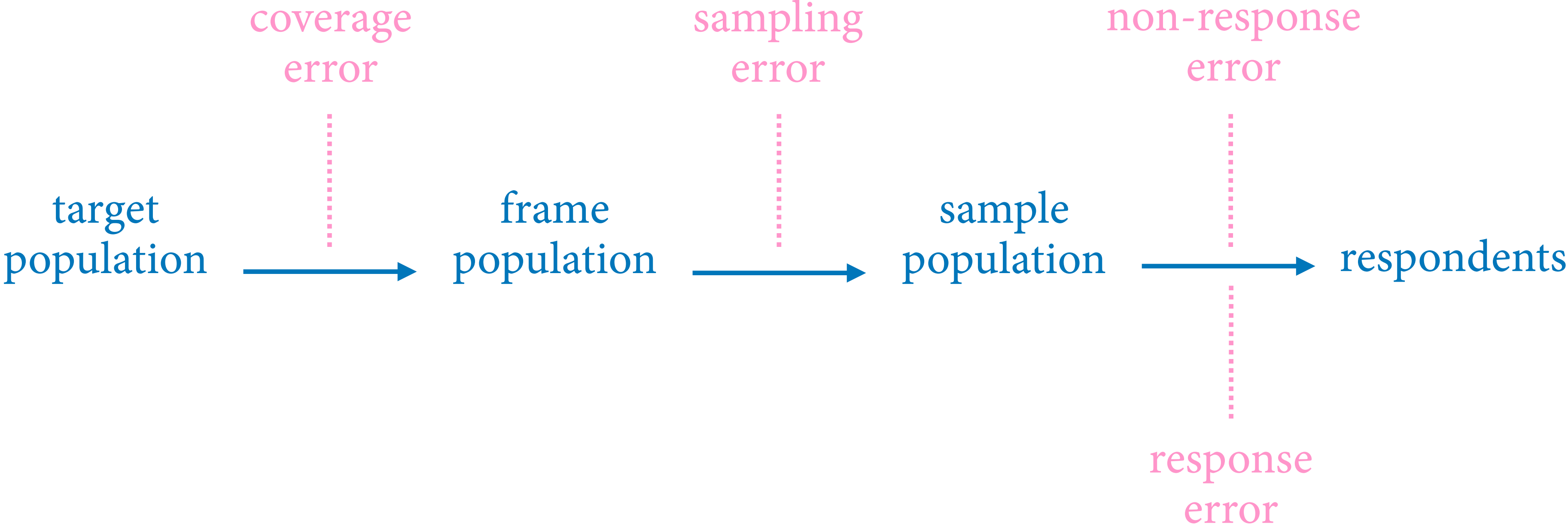
surveys, sources of error

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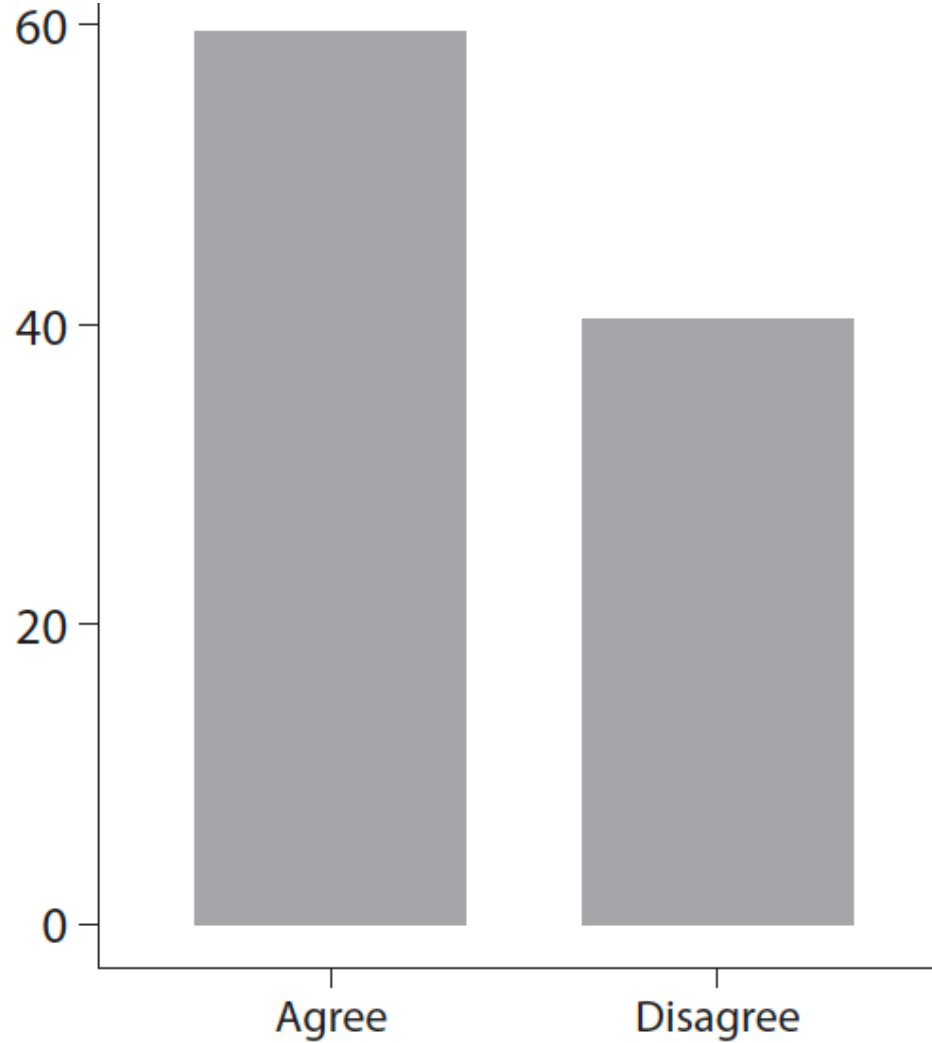
surveys, sources of error — form of questions matter

“How much do you agree with the following statement:
Individuals are more to blame than *social conditions* for
crime and lawlessness in this country.”

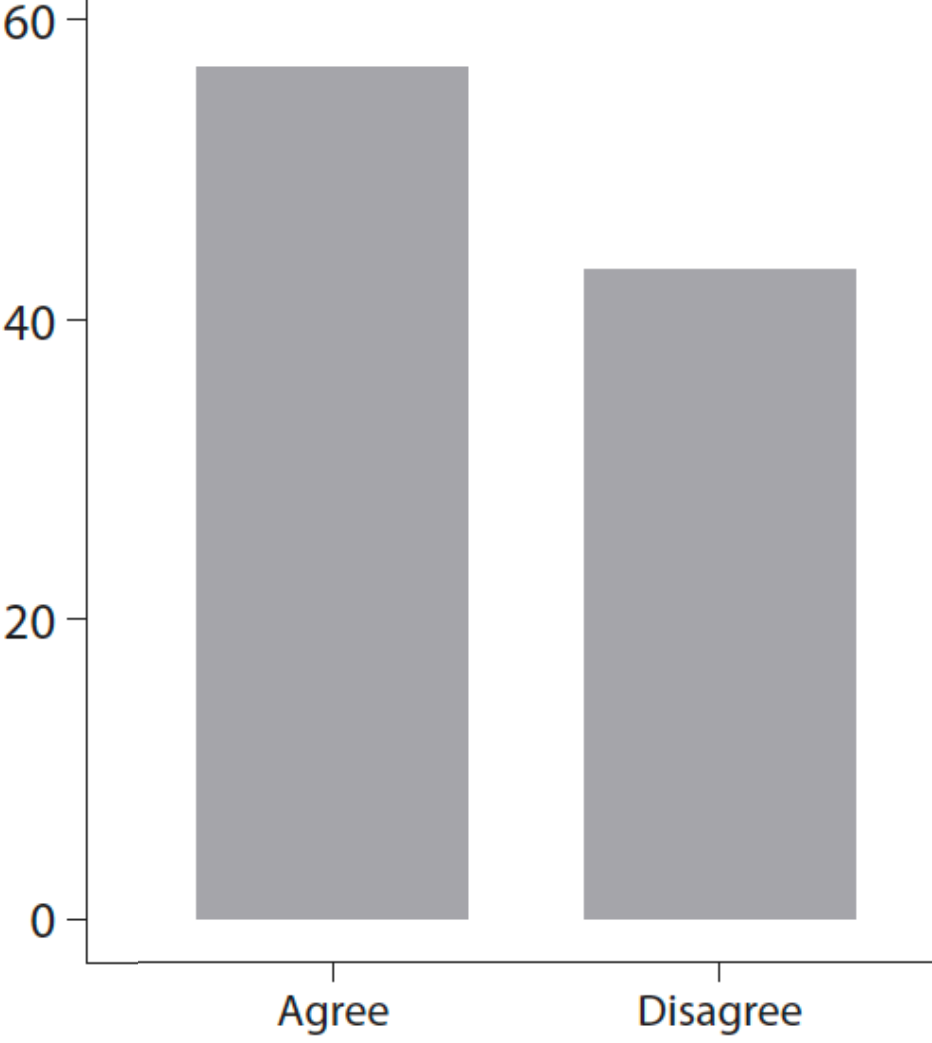
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surveys, sources of error — form of questions matter

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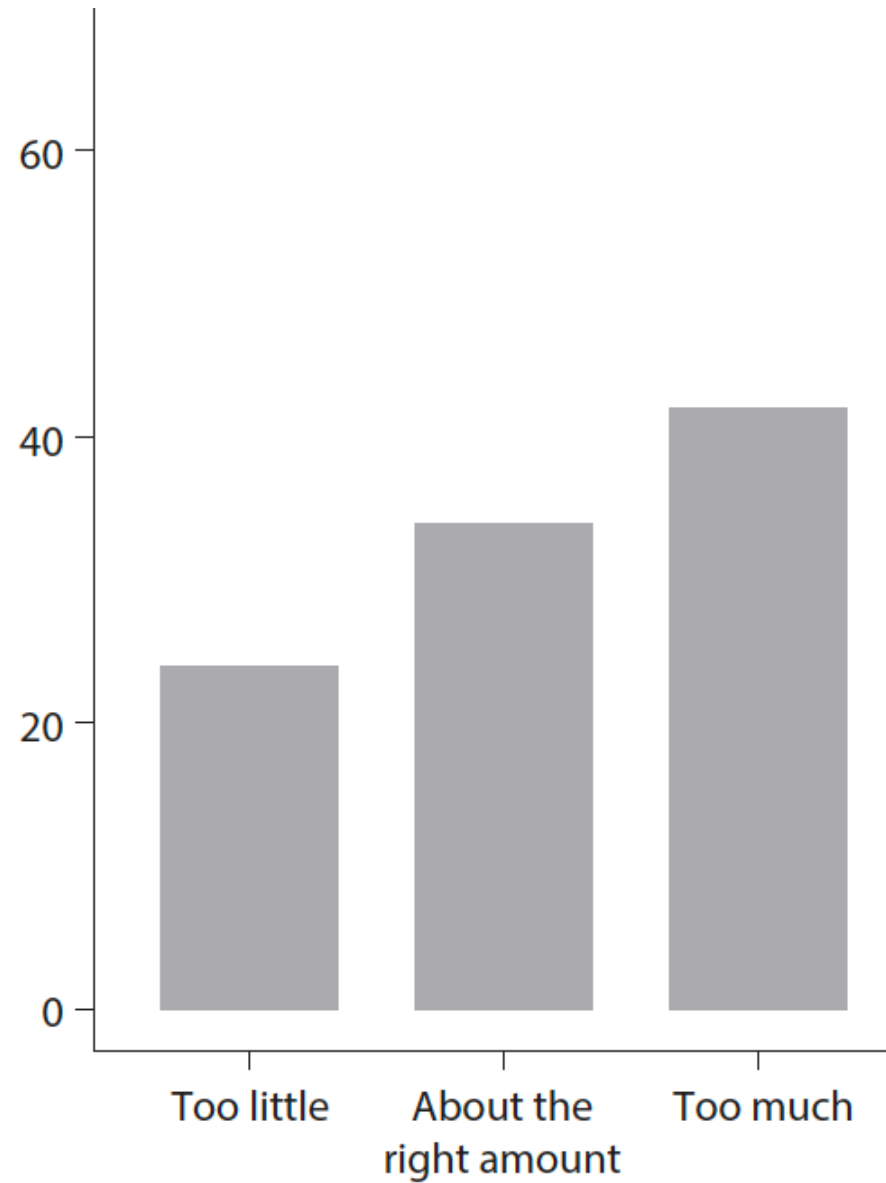
Schuman, Howard, and Stanley Presser. 1979. “The Open and Closed Question.” *American Sociological Review* 44 (5): 692–712.

“We are faced with many problems in this country, none of which can be solved easily or inexpensively. Please tell us whether you think we are spending too much, too little, or about the right amount on *welfare*.”

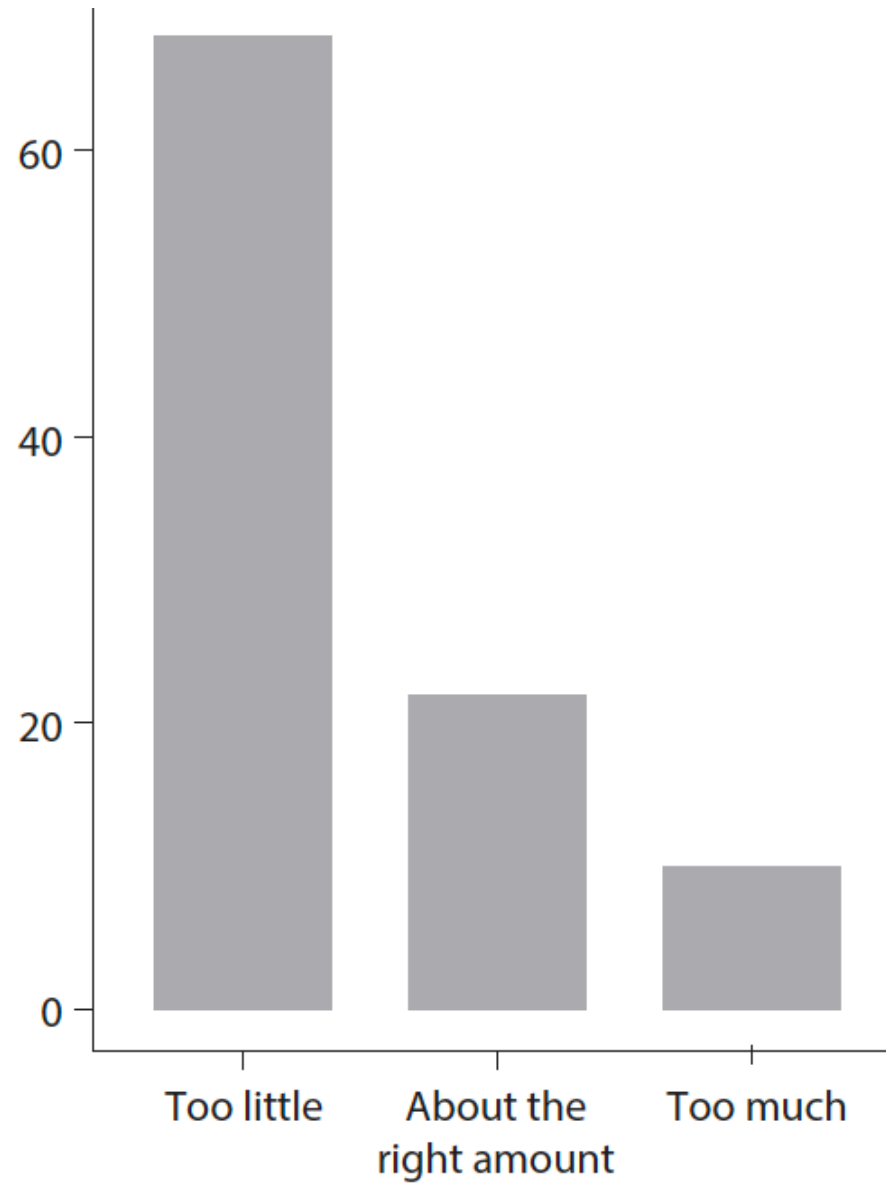
“We are faced with many problems in this country, none of which can be solved easily or inexpensively. Please tell us whether you think we are spending too much, too little, or about the right amount on *assistance to the poor*.”

surveys, sources of error — word choices matter

“We are faced with many problems in this country, none of which can be solved easily or inexpensively. Please tell us whether you think we are spending too much, too little, or about the right amount on *welfare*.”



“We are faced with many problems in this country, none of which can be solved easily or inexpensively. Please tell us whether you think we are spending too much, too little, or about the right amount on *assistance to the poor*.”



Huber, Gregory A., and Celia Paris. “Assessing the Programmatic Equivalence Assumption in Question Wording Experiments.” *Public Opinion Quarterly* 77, no. 1 (2013): 385–97. <https://doi.org/10.1093/poq/nfs054>.

welfare, n. | ...

4a. *Originally U.S.* Organized provision for the basic physical and material well-being of **people in need**, esp. financial support as provided for by legislation. Also: provision of initiatives, funding, or facilities within a business or other institution to maintain or improve the well-being of workers, students, etc.

...

4c. *Originally and chiefly North American.* Financial support given by the state to **those who are unemployed or otherwise in need**; frequently in on welfare.

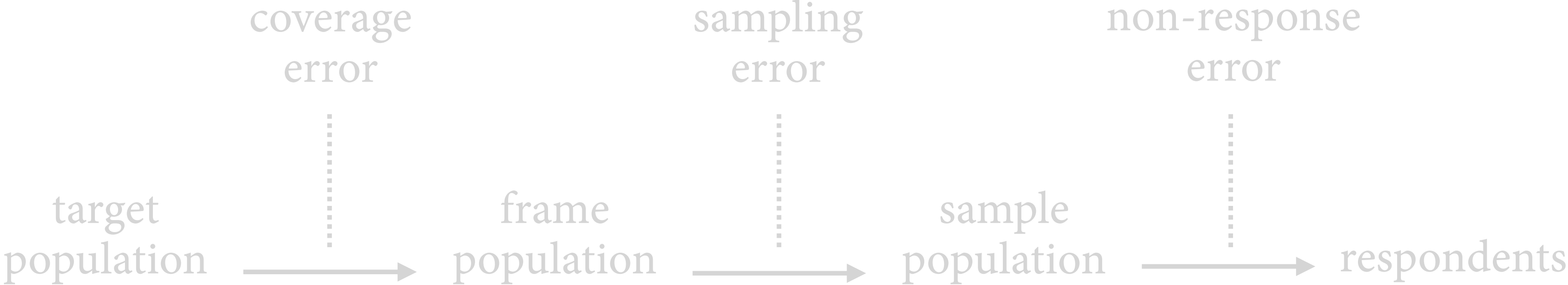
surveys, ways to address error

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response error

Bradburn, 2004
high-quality surveys
survey experiments
pre-testing

surveys, ways to address error

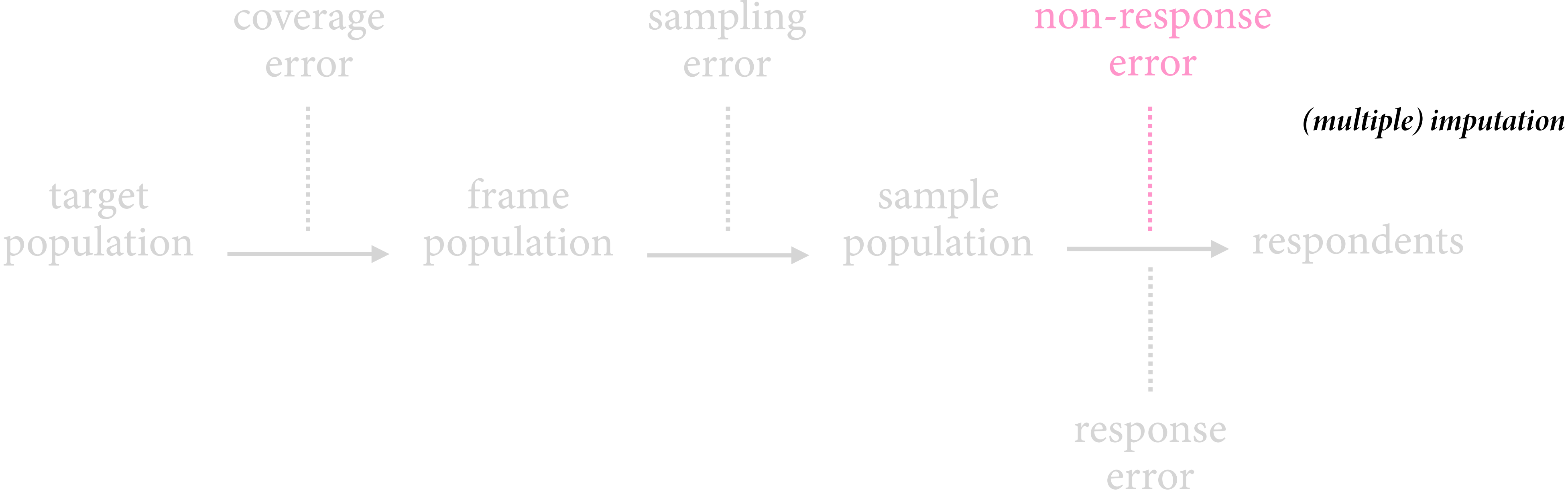
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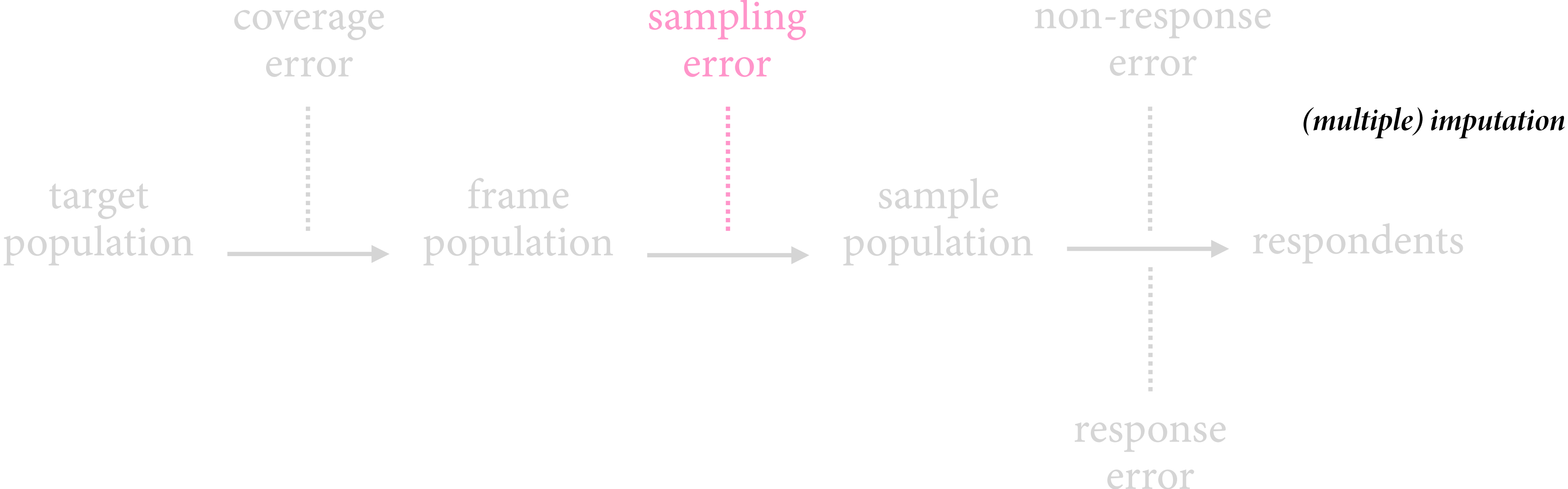
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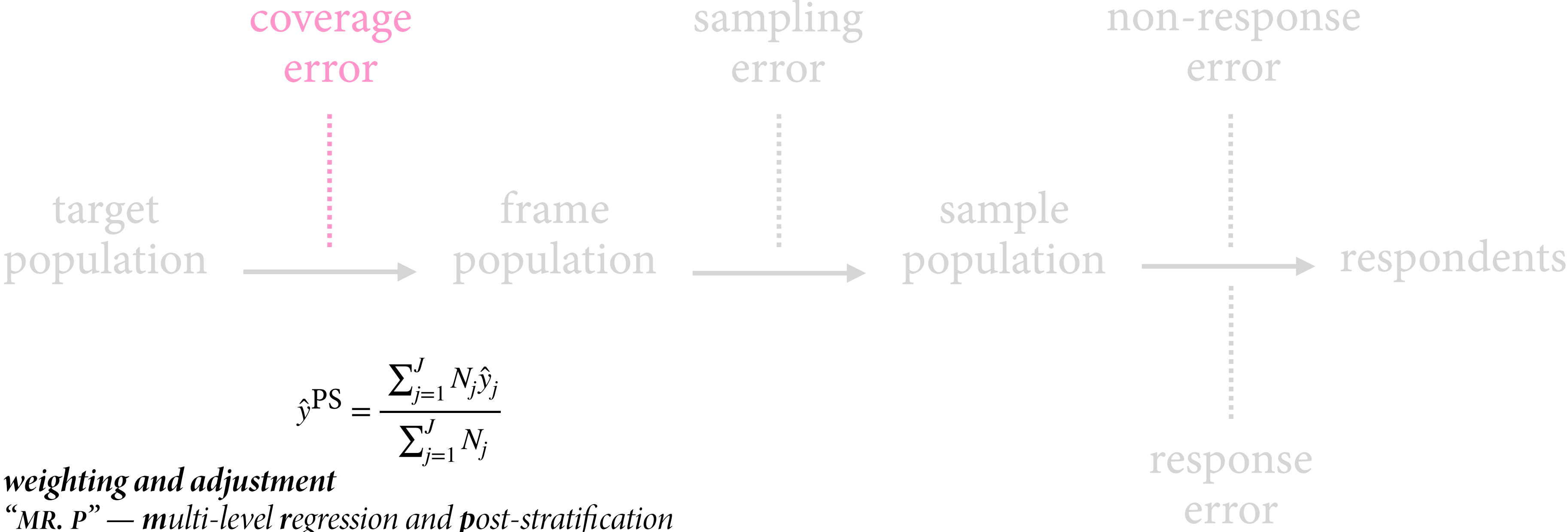
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group project work

References

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