

Political Science 607
Survey Research: Fall 2008

Professor: Leonie Huddy, SBS S727
Class Time: Monday 2:00-5:00
Class Location: N705
Office Hours: By appointment (632-7639)
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Course Outline: This course focuses on the uses, design, and implementation of surveys. The course combines practical experience with academic research on the survey process to result in a deeper understanding of the technique— both its strengths and limitations. The course is also designed to introduce you to the workings of the Center for Survey Research at Stony Brook. You will be expected to undergo interviewer training and conduct a few interviews to gain practical experience with a survey in the field.

Lectures and readings cover the practicalities and theory underlying survey research. Drawing on theory from psychology, sociology, and linguistics, topics covered include: sampling theory, question wording and order effects, the interview setting, and the analysis and interpretation of survey findings.

Assessment: There will be 7 weekly assignments which will constitute 70% of your grade. The final 30% is allocated to a somewhat longer paper that is due at the end of the semester that includes a draft of a survey on a topic of your choice. The assignments will be described in greater detail on a separate handout and are designed to give you practical experience with that week's topic. In the longer paper due at the end of the semester, you will be asked to design a questionnaire on a topic of your choice, describe the sample design, and briefly explain the rationale behind the questions and key concepts assessed in the survey. The short papers are roughly 3-4 pages, double spaced. The longer assignment will be roughly 10-12 pages of text in addition to the questionnaire.

Readings: Required readings include a number of books and a series of articles. Most articles are available through on-line databases. Those that are not will be scanned and made available on the course blackboard site. I have not ordered the books through the bookstore but they are available online.

Don A. Dillman. 2007. *Mail and internet surveys : the tailored design method*. 2nd ed., 2007 update with new internet, visual, and mixed-mode guide. Hoboken, NJ: Wiley. ISBN: 047003856X

Lavrakas, P. J. (1993). *Telephone survey methods: Sampling, Selection and Supervision*. Newbury Park, CA: Sage.

Converse, J. M. & Presser, S. (1986). *Survey Questions: Handcrafting the Standardized Questionnaire*. Newbury Park, CA: Sage. ISBN: 0803927436

Sudman, Seymour, Norman M. Bradburn, and Norbert Schwarz. 1996. *Thinking about Answers: The Application of Cognitive Processes to Survey Methodology*. San Francisco: Jossey-Bass. ISBN: 0787901202.

9/15 I. Sampling –Part 1: A review of different kinds of samples and an emphasis on probability sampling; the practice of quota sampling and the problems associated with

non-probability samples. An introduction to stratification and the calculation and use of pre-stratification weights.

Levy, P.S. and Lemeshow, S. (1999). *Sampling of Populations: Methods and Applications*. John Wiley & Sons, Inc. (optional—have copies)
Levy and Lemeshow, Chapters 1-3, 5.

Berinsky, Adam J. 2006. American Public Opinion in the 1930s and 1940s The Analysis of Quota-Controlled Sample Survey Data. *Public Opinion Quarterly* 2007 70(4):499-529.

9/21 II. Sampling -- Part 2. More complex sample designs. Stratification continued, clustering, complex multi-stage household samples. Introduction to Stata's survey design routines to correct standard errors in complex sample designs. Some examples from political and social surveys.

Levy and Lemeshow, Chapters 6, 8, 10, 11.

9/28 III. Telephone Sampling. Different versions of random-digit-dialing (RDD), nature of US telephone systems, use of cluster design, commercial vendors who generate RDD samples, disposition codes.
ASSIGNMENT 1 DUE TODAY.

Levy and Lemeshow, Chapter 15

Lavrakas. chapters 2,3,4

Keeter, Scott, Kennedy, Courtney, Clark, April, Thomson, Trevor, Mike Mokrzycki. 2007. "What's Missing from National RDD Landline Surveys? The Impact of the Growing Cell-Only Population." *Public Opinion Quarterly*, 71(5), 772-792.

Donald P. Green and Alan S. Gerber. 2006. Can Registration-Based Sampling Improve the Accuracy of Midterm Election Forecasts? *Public Opinion Quarterly*, 70(2):197-223.

Michael W. Link, Michael P. Battaglia, Martin R. Frankel, Larry Osborn and Ali H. Mokdad. 2008. A Comparison of Address-Based Sampling (ABS) Versus Random-Digit Dialing (RDD) for General Population Surveys *Public Opinion Quarterly* 2008 72(1):6-27

10/6 IV. Problems of Non-Response. Nature of Threat Posed by Individual Non-Response. The most common reasons for non-participation; the implications of this for sample integrity. Possible solutions, including the use of post-stratification weights.

Levy and Lemeshow, Chapter 13

Berinsky, Adam. (1999). "The Two Faces of Public Opinion." *American Journal of Political Science*, 43: 1209-1230.

Stroud, Natalie Jomini and Kenski, Kate. 2007. From Agenda Setting to Refusal Setting: Survey Nonresponse as a Function of Media Coverage Across the 2004 Election Cycle. *Public Opinion Quarterly* 2007 71(4):539-559

Steeh, Charlotte, Kirgis, Nicole, Cannon, Brian, and DeWitt, Jeff. 2001. Are They Really as Bad as They Seem? Nonresponse Rates at the End of the Twentieth Century. *Journal of Official Statistics*, 17: 227-247.

Lavrakas, Paul J., Shuttles, Charles D., Steeh Charlotte, and Fienberg, Howard. 2007. The State of Surveying Cell Phone Numbers in the United States:2007 and Beyond *Public Opinion Quarterly* 2007 71(5):840-854

Keeter, Scott, Courtney Kennedy, Michale Dimock, Jonathon Best, Peyton Craighill. 2006. Gauging the Impact of Growing Nonresponse on Estimates from a National RDD Telephone Survey. *Public Opinion Quarterly*, 70(5), 759-779.

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V. Web and Mail Surveys: Sampling, design, administration.

Dillman, Don A. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York; John Wiley. (2nd edition). Chapters 3 (Constructing the Questionnaire), 4 (Survey Implementation), 11 (Internet and Interactive Voice Response Surveys). ISBN: 0471323543.

Berrens., Robert P., Bohara, Alok K., Jenkins-Smith, Hank, Silva, Carol, Weimer, David L. 2003. "The Advent of Internet Surveys for Political Research: A Comparison of Telephone and Internet Samples. *Political Analysis*, 11: 1-22.

Neil Malhotra and Jon A. Krosnick. 2007. The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior: Comparing the 2000 and 2004 ANES to Internet Surveys with Nonprobability Samples. *Political Analysis* 2007 15: 286-323

Andy Peytchev, Mick P. Couper, Sean Esteban McCabe, and Scott D. Crawford. 2006. Web Survey Design: Paging versus Scrolling. *Public Opinion Quarterly*. 2006 70 (4): 596-607

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VI. Cognitive Processes Underlying Survey Responses: Part I Factual Questions and the Role of Memory: The role of memory in answering autobiographical questions. ASSIGNMENT 2 DUE TODAY.

Sudman, Bradburn and Schwarz. Chapters 7, 8, 9.

Tourangeau, Roger, Lance Rips and Kenneth Rasinski. 2000. *The Psychology of Survey Response*. Chapters 2 (The Role of Memory), Chapter 3 (Answering Questions about Dates and Durations). New York: Cambridge University Press. ISBN: 0521576296.

Belli, Robert F., Michael W. Traugott, Margaret Young, Katharine A. McGonagle. 1999. Reducing Vote Overreporting in Surveys: Social Desirability, Memory Failure, and Source Monitoring. *Public Opinion Quarterly*, 63 (1) 90-108.

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VII. Cognitive Processes Underlying Survey Responses: Part II Attitudes: Evaluation, Multiple Considerations, and Ambivalence: The process of answering an attitudinal survey question, survey response effects, the nature of political opinions.

Sudman, Bradburn and Schwarz. Chapters 3

Tourangeau, Roger, Lance Rips and Kenneth Rasinski. 2000. *The Psychology of Survey Response*. Chapter 5 (Attitude Questions) and Chapter 6 (Attitude Judgments and Context Effects).

Zaller, J. & Feldman, S. 1992. "A Simple Theory of the Survey Response: Answering Questions versus Revealing Preferences," *American Journal of Political Science*, 36: 579-616.

Norbert Schwarz 2007. Cognitive aspects of survey methodology, *[Applied Cognitive Psychology](#), [Volume 21 Issue 2](#), Pages 277 - 287

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VIII. Qualitative Techniques in Development and Assessment of Survey Questions: Use of cognitive interviewing techniques to generate and test question wording; open v. close-ended question format.

ASSIGNMENT 3 DUE TODAY.

Sudman, Bradburn and Schwarz. Chapter 2.

Converse and Presser, Chapters 3 (pp. 48-75).

Paul C. Beatty and Gordon B. Willis. 2007. Research Synthesis: The Practice of Cognitive Interviewing, *Public Opinion Quarterly*, 71 (2): 287-311.

Elizabeth Martin. 2004. Vignettes and Respondent Debriefing for Questionnaire Design and Evaluation. In Stanley Presser et al (Eds) *Methods for Testing and Evaluating Survey Questionnaires*. Hoboken, NJ: Wiley and Sons.

Kaplowitz, Michale D., Lupi, Frank, and John P. Hoehn. 2004. "Multiple Methods for Developing and Evaluating a Stated-Choice Questionnaire to Value Wetlands." In Stanley Presser et al (Eds) *Methods for Testing and Evaluating Survey Questionnaires*. Hoboken, NJ: Wiley and Sons. (pp. 503-524.

Delli Carpini, Michael X. and Bruce Williams. 1994. The Method is the Message: Focus Groups as a Method of Social, Psychological, and Political Inquiry. In Delli-Carpini, Michael X., Leonie Huddy, and Robert Y. Shapiro 1994 (eds.), *Research in Micropolitics: New Directions in Political Psychology*, Volume 4. Greenwich, CT: JAI Press.

11/10 IX. Survey Questions – Question Format. Question wording, question order effects, question framing, questionnaire construction, question interpretation, context effects; experimental evidence.

Converse and Presser, Chapter 2

Sudman, Bradburn and Schwarz. Chapter 4, 5.

Schuman and Presser. (1981; 1996). *Questions and Answers in Attitude Surveys: Experiments in Question Form, Wording, and Context*. Sage. Chs. 7 (question balance), 11 (tone of wording)

Smith, Tom. 1993. The Holocaust Denial Controversy. *Public Opinion Quarterly*, 57: 380-393.

11/17 X. Survey Response Options. Response format, close vs. open-ended questions, assessing a middle position, acquiescence, providing a "don't know" option.
ASSIGNMENT 4 DUE TODAY.

Sudman, Bradburn and Schwarz. Chapter 6.

Schuman and Presser. Chs., 4 (no opinion), 6 (middle position).

Krosnick et al. 2002. "No Opinion Responses and Data Quality. *Public Opinion Quarterly*, 66: 371-403.

Patrick Sturgis, Nick Allum, and Patten Smith. 2008. **An Experiment on the Measurement of Political Knowledge in Surveys**. *Public Opinion Quarterly*, 72 (1): 90 - 102.

Jolene D. Smyth, Don A. Dillman, Leah Melani Christian, and Michael J. Stern 2006. **Comparing Check-All and Forced-Choice Question Formats in Web Surveys**. *Public Opin Q*, Spring 2006.

11/24 XI. New Directions in Survey Questions and Attitude Assessment. Non-attitude thesis; bad questions or non-attitudes?; evidence for non-attitudes; measurement of attitude strength; link between attitude strength and response stability; implications for survey research.
ASSIGNMENT 6 DUE TODAY.

Robert Huckfeldt; Jeffrey Levine; William Morgan; John Sprague. 1999. Accessibility and the Political Utility of Partisan and Ideological Orientations." *American Journal of Political Science*, Vol. 43, pp. 888-911.

Jeffery J. Mondak, Robert Huckfeldt. 2006. **The accessibility and utility of candidate character in electoral decision making.** *Electoral Studies*, Volume 25, Issue 1, March 2006, Pages 20-34

Ting Yan, Roger Tourangeau. 2008. Fast times and easy questions: The effects of age, experience and question complexity on web survey response times. *Applied cognitive psychology*, 22 (1): 51-68

Brian J. Gaines, James H. Kuklinski, and Paul J. Quirk. The Logic of the Survey Experiment Reexamined. *Political Analysis* 2007 15: 1-20.

T Buchanan, JA Johnson, LR Goldberg. 2005. Implementing a five-factor personality inventory for use on the internet. *European Journal of Psychological Assessment*, 21 (2) 116-128.

R Kraut, J Olson, M Banaji, A Bruckman, J Cohen, M. 2004. Psychological research online: Opportunities and challenges. American Psychologist, 2004. 59 (2): 105-117.

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XII. The Interview as a Social Situation: Social desirability, race of interviewer effects, interviewing medium, the interview as a dyadic interaction; ways to minimize and counteract interviewer effects. The importance of interviewing training and the use of wincati to track interviewer performance.
ASSIGNMENT 7 DUE TODAY.

Lavrakas Chs., 5,6.

Anderson, B. A., Silver, B. D. & Abramson, P. R. (1988). The effects of the race of interviewer on race-related attitudes of black respondents in SRC/CPS National Election Studies. *Public Opinion Quarterly*, 52, 289-324.

MS McGlone, J Aronson, D Kobrynowicz. 2006. STEREOTYPE THREAT AND THE GENDER GAP IN POLITICAL KNOWLEDGE. *Psychology of Women Quarterly*, 30: 392-398..

James H. Kuklinski; Paul M. Sniderman; Kathleen Knight; Thomas Piazza; Philip E. Tetlock; Gordon R. Lawrence; Barbara Mellers. 1997. "Racial Prejudice and Attitudes Toward Affirmative Action" *American Journal of Political Science*, Vol. 41, pp. 402-419.

Matthew J. Streb, Barbara Burrell, Brian Frederick, and Michael A. Genovese. 2008. **Social Desirability Effects and Support for a Female American President.** *Public Opinion Quarterly*, Spring 2008; 72: 76 - 89.

Maria A. Villarroel, Charles F. Turner, Elizabeth Eggleston, Alia Al-Tayyib, Susan M. Rogers, Anthony M. Roman, Philip C. Cooley, and Harper Gordek. 2006. **Same-Gender Sex in the United States: Impact of T-Acasi on Prevalence Estimates**. *Public Opinion Quarterly*, 2006; 70 (2): 166 - 196.

Brian Duff, Michael J. Hanmer, Won-Ho Park, and Ismail K. White. 2007. Good Excuses: Understanding Who Votes With An Improved Turnout Question *Public Opinion Quarterly*, 71 (1): 67-90.

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XIII. Cross Cultural Surveys: vote validation, format of vote questions,

A Heath, S Fisher, S Smith. 2005. The Globalization of Public Opinion ANNUAL REVIEW OF POLITICAL SCIENCE. 8: 297-333.

Marjaana Lindeman, Markku Verkasalo. 2005. Measuring Values With the Short Schwartz's Value Survey. *Journal of Personality Assessment*, Volume 85, Issue 2 January 2005 , pages 170 - 178

Harkness, Janet. 2003. "Questionnaire Translation" In Janet Harkness, Fons J. R. Van De Vijver, and Peter de Mohler. *Cross-Cultural Survey Methods*. Hoboken, NJ: John Wiley and sons. pp. 35-56.

Herk, Hester van.; Poortinga, Ype H.; Verhallen, Theo M. M. 2004 (May). "Response Styles In Rating Scales: Evidence of Method Bias in Data From Six EU Countries." *Journal of Cross-Cultural Psychology* v. 35 no3, p. 346-60

King, Gary.; Murray, Christopher J. L.; Salomon, Joshua A. 2004 (Feb). Enhancing the Validity and Cross-Cultural Comparability of Measurement in Survey Research. Source: *American Political Science Review* v. 98 no1 (February 2004) p. 191-207

Howell, Ryan T.; Howell, Colleen J. 2008. The relation of economic status to subjective well-being in developing countries: A meta-analysis. *Psychological Bulletin*, Vol 134(4), Jul 2008. pp. 536-560.

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FINAL ASSIGNMENT DUE