Course Syllabus

GOV 385L: Survey Design and Analysis

Fall 2012
W 9:30-12:30
Batts 5.102
Unique # 38930

Professors:
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Batts 4.124

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Course Description and Format

Course Description:
This course will provide a basic introduction to survey design and analysis. The readings for
the course will cover topics such as statistical theory for survey sampling, measurement
error, survey experiments, and others. Students will also design their own set of survey
questions to be fielded to a sample of undergraduate students. Students will then analyze
these data and write a final paper describing the results.

Requirements:
Your course grade is based on the following components:
   Seminar Participation: 25%
   Written Assignments: 10%
   Class Presentation: 25%
   Final Paper: 40%

Seminar Participation:
We expect that you show up to class ready to participate. While you’re reading you should
take notes: highlight ideas that you find interesting or questionable and be ready to discuss
them in class.
Written assignments:
From time to time, we will announce smaller written assignments, typically to be completed and turned in at the start of class the following week. These assignments will vary, but will typically involve short write-ups of roughly 1-3 pages.

Academic Honesty and Integrity
Issues of academic dishonesty will be taken very seriously and any finding of cheating or other unethical behavior will be pursued to the full extent possible under university policy. Students should consult the University of Texas Honor Code.

Special Needs
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259, http://www.utexas.edu/diversity/ddce/ssd/

Class Schedule

1. Intro
   General issues in measurement and conceptualization, background of survey research, strengths and weaknesses, ethics
   ***Assignment for class 2: find a poll and evaluate it

2. What’s an attitude and how do we measure it?
   a. Zaller, Chapters 1-5

3. Survey Design I.
   Question wording, question order effects, social desirability

4. Survey Design II. 9/19
Response options, ordering, anchoring vignettes

5. Survey Experiments 9/26


10/8 – send us survey proposals by noon, a page describing what they’re interested in, and the questions. Between 3 and 5. If you need more, make your case.

7. Presentation and Discussion of Survey Proposals 10/10

8. Survey Sampling 10/17
   a. Lohr, Sharon L. Sampling: Design and Analysis Chapters 1-2, 4 (5-6).

9. Collecting Data: practical issues (IRB, programming, recruitment, payment) 10/24
   d. Berinsky, Huber and Lenz “Evaluating Online Labor Markets for Experimental Research: Amazon.com’s Mechanical Turk” *Political Analysis*
   e. Berinsky, Margolis and Sances 2012. “Separating the Shirkers from the Workers? Making Sure Respondents Pay Attention on Internet Surveys”

10. Special Topics: tentatively implicit measures, panel surveys, elite surveys  
    Readings TBD

11. Measurement  
    a. Ansolabehere, Rodden and Snyder “The Strength of Issues”


12. Dealing with Data
   Non-response, imputation, weighting
   b. Lohr, Sharon L. Sampling: Design and Analysis Chapter 8.
   c. Gelman, Andrew and Jennifer Hill. Missing-data Imputation (Ch. 25 in Data Analysis Using Regression and Multilevel/Hierarchical Models).
   d. King et al. Not asked and Not Answered: Multiple Imputation for Multiple Surveys

13. Dealing with Data II.

14. Presentation and Discussion of Survey Results