

Course Syllabus

GOV 385L: Survey Design and Analysis

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

Professors:

Bethany Albertson
balberts@austin.utexas.edu
Office Hours: M 1-4
Batts 4.124

Stephen Jessee
sjessee@utexas.edu
Office Hours: M 9-12
Batts 4.128

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
 - a. Roger Simon – “Are Polls Really Magic” Politico. (and reactions)
 - b. Hillygus, D. Sunshine. “The Practice of Survey Research.” New Directions in Public Opinion. Berinsky, Adam J., ed. New York: Routledge. Chapter 2.
***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
 - b. Tourangeau, Rips and Rasinski. The Psychology of Survey Response. Chapters 6, 7.
3. Survey Design I.
Question wording, question order effects, social desirability
 - a. “That Which we Call Welfare by any other Name Would Smell Sweeter: An Analysis of the Impact of Question Wording on Response Patterns,” *Public Opinion Quarterly* 51 (1987)
 - b. Krosnick, Jon A. and Duane F. Alwin. 1987. An Evaluation of a Cognitive Theory of Response-Order Effects in Survey Measurement. *Public Opinion Quarterly*, 51(2), 201-219.

- c. S.M. Zdep, Isabelle Rhodes, R.M. Schwarz, and Mary Kilkenny. 1979. The Validity of the Randomized Response Technique. *Public Opinion Quarterly*, 43 (4), 544-549.
 - d. Bernstein, Robert, Anita Chadha and Robert Montjoy. 2001. Overreporting Voting: Why it Happens and Why it Matters. *Public Opinion Quarterly*, 65: 22-44.
 - e. Petty, Richard E. Greg A. Rennie, and John T. Cacioppo. 1987. Assertion Versus Interrogation Format in Opinion Surveys: Questions Enhance Thoughtful Responding. *Public Opinion Quarterly*, 51(4), 481-494.
4. Survey Design II. 9/19
Response options, ordering, anchoring vignettes
- a. King, Gary et al. "Enhancing the Validity and Cross-Cultural Comparability of Measurement in Survey Research." *American Political Science Review* 98(1):191-207.
 - b. Darren Davis, "Nonrandom Measurement Error and Race of Interviewer Effects among African-Americans," *Public Opinion Quarterly* 61 (1997).
 - c. Geer, John G. 1991. Do Open-Ended Questions Measure "Salient" Issues. *Public Opinion Quarterly*. 55(3), 360-370.
 - d. Bishop, George F. 1987. Experiments with the Middle Response Alternative in Survey Questions. *Public Opinion Quarterly*, 51(2), 220-232.
 - e. Krosnick et. al. 2002. The Impact of "No Opinion" Response Options on Data Quality: Non-Attitude Reduction or an Invitation to Satisfice? *Public Opinion Quarterly*, 66(3) 371-403.
5. Survey Experiments 9/26
- a. Gilens, Martin. "Random Assignments: An Anatomy of Survey-Based Experiments." *Navigating Public Opinion: Polls, Policy, and the Future of American Democracy*, Jeff Manza, Fay Lomax Cook, and Benjamin Page, eds.
 - b. Sniderman, Paul M. and Douglas B. Grob. 1996. Innovations in Experimental Design in Attitude Surveys. *Annual Review of Sociology*. 22, 377-399.
 - c. Gaines, Brian J., James H. Kuklinski, and Paul J. Quirk. 2007. The Logic of the Survey Experiment Reexamined. *Political Analysis*, 15(1): 1-20.
 - d. Barbaras, J and J Jerit. 2010. Are Survey Experiments Externally Valid? *American Political Science Review*,
6. Survey Design III. 10/3 Turn in short assignment – existing survey.
- a. Mondak, Jeffery. 1999 "Reconsidering the Measurement of Political Knowledge" *Political Analysis*. 8(1):57-82.
 - b. Luskin, Robert C. and John G. Bullock. 2011. "Don't Know" means "Don't Know": DK Responses and the Public's Level of Political Knowledge. *Journal of Politics* 73(2):547-557.

- c. Prior, Markus and Arthur Lupia. 2008. Money, Time, and Political Knowledge: Distinguishing Quick Recall and Political Learning Skills. *American Journal of Political Science*, 52 (1): 168-182.
- d. Bassili, John N. 1996. Meta-judgmental versus operative indexes of psychological attributes: The case of measures of attitude strength.

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).
- b. Sears, David O. 1986. College Sophomores in the Laboratory: Influences of a narrow data base on social psychology's view of human nature. *Journal of Personality and Social Psychology*, 51(3), 515-530.
- c. Druckman, James and Cindy D. Kam. 2011. Students as Experimental Participants: A Defense of the 'Narrow Data Base,'" in James N. Druckman, Donald P. Green, James H. Kuklinski, and Arthur Lupia, eds., *Cambridge Handbook of Experimental Political Science*, New York: Cambridge University Press, 2011

9. Collecting Data: practical issues (IRB, programming, recruitment, payment) 10/24

- a. Malhotra and Krosnick. "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*.
- b. Tourangeau, Roger and Tom Smith. 1996. Asking Sensitive Questions: The Impact of Data Collection Mode, Question Format and Question Context. *Public Opinion Quarterly*, 60, 275-304.
- c. Vavreck, Lynn "The Consequences of Face-to-Face Interviews for Respondents with Low Cognitive Skills: A Randomized Experiment assigning In-person & Self-complete Survey Modes" Working Paper.
- 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"

- b. Jesse, Stephen. 2010. Partisan Bias, Political Information and Spatial Voting in the 2008 Presidential Election. *The Journal of Politics*, 72 (2): 327-340.
- c. Krosnick, Jon A. David S. Boninger, Yao C. Chuang, Matthew K. Merent, and Catherine G. Carnot. 1993. Attitude Strength: One Construct or Many Related Constructs? *Journal of Personality and Social Psychology*, 65(6): 1132-1151.

12. Dealing with Data

Non-response, imputation, weighting

- a. Gelman, Andrew. 2007. Struggles with Survey Weighting and Regression Modeling. *Statistical Science* 22(2):153-164
- 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.

- a. Baron, Rueben M. and David A. Kenny. 1986. The Moderator-Mediator Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51: 1173-1182.
- b. Brambor, Thomas, William Roberts Clark, Matt Golder. 2005. "Understanding Interaction Models: Improving Empirical Analyses." *Political Analysis* 13(1):1-20.

14. Presentation and Discussion of Survey Results