

Objectives:

- To provide students with an in-depth understanding of the survey research process as it is used in the analysis of public policy issues and in social science research. Students will learn how to develop research questions and hypotheses, draw samples, design questionnaires, manage survey data collection and data processing, and present the results of a survey.
- To provide students with the skills needed to assess the quality of survey research findings and their relevance to public policy issues.
- To teach students how to design and implement a survey, how to create and evaluate survey budgets and how to procure and manage services provided by a survey research firm. The class will visit a local telephone center and observe live telephone interviews being conducted for policy studies.

Requirements

1. The course will be run as a seminar that includes a midterm examination (25% of course grade) and a final examination (35%). Each student will design a survey on a topic of interest to them and conduct pretest interviews (30%). Students will also be graded on their participation in the regular seminars (10%).

Required Texts

Ronald Czaja, Johnny Blair: **Designing Surveys: A Guide to Decisions and Procedures** (The Pine Forge Press Series in Research Methods and Statistics), Pine Forge Press. 1995.

Henry, Gary T. 1990. **Practical Sampling**. Beverly Hills, CA: Sage.

Optional Texts

Dillman, Don A. 2000. **Mail and Internet Surveys: The Tailored Design Method**. New York: John Wiley & Sons, Inc.

Readings: Readings other than main texts will be on reserve at the Donald Stokes Library or on the Internet. Note that all back issues of Public Opinion Quarterly from 1937-1999 are available at www.jstor.org.

Schedule

1. Introduction – Friday, September 13

Discuss objectives of the course, the course schedule, readings, student projects.

2. Overview of Social Science Research Methods – Wednesday, September 19

Surveys, records abstraction, administrative data, structured observation, focus groups, in-depth interviews, case studies, participant-observation, content analysis. Choosing an appropriate research method; combining multiple methods.

Readings:

Czaja and Blair, Pp. 1-30.

Cicourel, Aaron V. 1964. *Method and Measurement in Sociology*. New York: Free Press. Pp. 1-38.

Optional:

Lyberg, L. E. and Kasprzyk, D. (1991), "Data Collection Methods and Measurement Error: An Overview," Pp. 237-257 in Biemer, P.P., Groves, R.M., Lyberg, L.E., Mathiowetz, N.A. and Sudman, S. (eds.), *Measurement Errors in Surveys*. New York: Wiley.

3. Use and Misuse of Surveys – September 23

Using survey research to address social problems and monitor economic and social well being; historical emergence of the survey research field; Examples of major surveys and how they are used; Examples of inappropriate use of surveys.

Readings:

Converse, Jean M. 1987. *Survey Research in the United States: Roots and Emergence 1890-1960*. Berkeley: Univ. of California Press. Pp. 11-53, 131-161.

Current Population Survey, "Basic Monthly Survey: Overview, History & Concepts, Methodology Overview" (<http://www.bls.census.gov/cps/cpsmain.htm>).

The General Social Survey (<http://www.norc.uchicago.edu/projects/gensoc1.asp>).

The CDC Behavioral Risk Factor Surveillance System: Assessing Health Risks in America (BRFSS) (<http://www.cdc.gov/nccdphp/brfss/index.htm>).

The American Community Survey (<http://www.census.gov/acs/www/>)

Hochschild, Arlie Russell. "Why Can't a Man be more Like a Woman." A review of Shere Hite's *Women and Love: A Cultural Revolution in Progress*. November 15, 1987, NY Times Book Review.

4. Framing Research Questions and Testing Hypotheses –September 25

Readings:

Babbie, Earl. 1990. *Survey Research Methods*. Belmont, CA: Wadsworth Publishing. Pages 3-47.

Optional:

Nachmias, David and C. Nachmias. 1981. *Research Methods in the Social Sciences*. New York: St. Martin's Press. Pp. 3-24 and 55-74.

Asher, Herbert B. 1984. "The Research Process." Pp. 3-20 in *Theory Building and Data Analysis in the Social Sciences*. Edited by Herbert B. Asher et al. Knoxville, TN: Univ. of Tennessee Press.

Short description of proposed survey project due.

5. Fundamentals of Questionnaire Design – September 30

Principles and techniques for developing valid and reliable survey instruments; Sources of bias; Survey introductions.

Readings:

Czaja and Blair, Pp. 31-91.

Moore, David W. 1997. "Split Sample Experiments: Affirmative Action vs. Special Preferences." *The Gallup Poll Monthly*, December 1997, pp. 25-27.

Optional:

Sudman, Seymour and Norman M. Bradburn. 1982. *Asking Questions: A Practical Guide to Questionnaire Design*. San Francisco: Jossey-Bass. Pp. 1-87, 119-147, 207-228.

6. Designing and Pretesting Questionnaires – October 2

Designing self-administered questionnaires; Pretesting techniques.

Readings:

Dillman, Don A. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley & Sons, Inc. Pp. 32-78; 140-148.

Czaja and Blair, Pp. 93-106.

Optional:

Tourangeau, Roger, Lance J. Rips and Kenneth Rasinski. 2000. *The Psychology of Survey Response*. Cambridge: University Press. Pp. 1-61.

7. Measurement Issues – October 7

Scales and indices; Problems of recall; Non-attitudes, uncertainty, and social desirability.

Readings:

Babbie, Earl. 1990. Pp. 147-173.

Bishop, George F., A.J. Tuchfarber, and R.W. Oldendick. 1986. "Opinions on Fictitious Issues: The Pressure to Answer Survey Questions." *Public Opinion Quarterly* 50:240-250.

Optional:

Pearson, Robert W., M. Ross and R. Dawes. 1992. "Personal Recall and the Limits of Retrospective Questions in Surveys." Pp. 65-94 in *Questions About Questions*, edited by Judith M. Tanur. New York: Russell Sage.

Schuman, Howard and Stanley Presser. 1996. *Questions and Answers in Attitude Surveys*. Pp. 113-160.

8. Race and Ethnicity – October 9

Readings:

Current Population Survey Supplements. Race and Ethnicity: History.

(<http://www.bls.census.gov/cps/racethn/1995/shistory.htm>).

Skerry, Peter. 2000. *Counting on the Census?: Race, Group Identity, and the Evasion of Politics*. Washington DC: Brookings Institution Press. Pp. 1-8, 43-79.

American Anthropological Association, Response to OMB Directive 15: Race and Ethnic Standards for Federal Statistics and Administrative Reporting. (<http://www.aaanet.org/gvt/ombdraft.htm>).

Optional:

Marín, Gerardo and VB Marín. 1991. *Research with Hispanic Populations*. Beverly Hills, CA: Sage. Pp. 1-65.

McKay, Ruth B. et al. 1996. "Translating Survey Questions: Lessons Learned." Pp. 93-104 in *Advances in Survey Research*. MT Braverman and JK Slater (eds.).

Draft questionnaire due.

9. Introduction to Sampling Theory – October 14

Probability sampling; Dangers of nonprobability sampling; Obtaining and building sample frames

Readings:

Czaja and Blair, Pp. 107-125.

Henry, Gary T. 1990. *Practical Sampling*. Beverly Hills, CA: Sage. Pp. 9-59.

10. Sampling Theory (continued) – October 16

Determining sample size; Simple random samples; Stratified sampling

Readings:

Henry, Gary T. 1990. *Practical Sampling*. Pp. 60-128.

11. Midterm Examination – October 21

12. Sampling Theory – October 23

Multi-stage samples; Cluster samples; Design effects; Weighting.

Readings:

Sudman, Seymour. 1976. *Applied Sampling*. New York: Academic Press. Pp. 69-84, 131-170.
Current Population Survey, Basic Monthly Survey: Sampling (<http://www.bls.census.gov/cps/bsampdes.htm>)
Henry, Gary T. 1990. *Practical Sampling*. Pp. 129-135.

13. Telephone Surveys – November 4 and 6

RDD surveys; Computer Assisted Telephone Interviewing (CATI); Interviewer training and monitoring.

Readings:

Czaja and Blair, pp. 31-49, 171-214.
Lavrakas, Paul J. 1993. *Telephone Survey Methods*. Newbury Park: Sage. Pp. 27-58, 98-145.
Groves, R.M. 1990. "Theories and Methods of Telephone Surveys." *Annual Review of Sociology*, 16: 221-240.
Piekarski, Linda, Gwen Kaplan, and Jessica Prestegaard. "Telephony and Telephone Sampling: The Dynamics of Change." Paper presented at the Annual Conference of the American Association for Public Opinion Research St Petersburg, FL, May 15, 1999. <http://www.worldopinion.com/latenews.taf?f=d&news=3966>
Conrad, Frederick G. and Michael F. Schober. 2000. "Clarifying Question Meaning in a Household Telephone Survey" *Public Opinion Quarterly* 64:1-28.
Van Natta, Jr., Don. Nov. 21, 1999. "Polling's Dirty Little Secret: No Response." *New York Times*.
Keeter, Scott, et al. 2000. "Consequences of Reducing Nonresponse in a National Telephone Survey." *Public Opinion Quarterly* 64:125-148.

Begin pretest interviews.

14. Mail and Web-based Surveys – November 11 and 13

The Total Design Method (TDM); Incentives

Readings:

Dillman, pp. 79-139, 149-193, 352-433.
Brennan M. and J. Hoek. 1992. "The Behavior of Respondents, Nonrespondents, and Refusers across Mail Surveys." *Public Opinion Quarterly* 56:4:530-5.
Church A.H. 1993. "Estimating the Effect of Incentives on Mail Survey Response Rates: A Meta-Analysis" *Public Opinion Quarterly* 57:1:62-79.
Couper. Mick, Michael Traugott, and Mark Lamias. 2001. "Web Survey Design and Administration". *Public Opinion Quarterly* 65:230-253.
The Harris Poll Online (<http://www.harrispollonline.com/>).

15. In-person Interviewing –November 18

Readings:

Gorden, Raymond L. 1980. *Interviewing: Strategy, Techniques, and Tactics*. Homewood, IL: Dorsey Press. Pp. 125-143.

Cicourel, Aaron. 1964. "Interviewing." Pp. 73-104 in *Methods and Measurement in Sociology*.

Optional:

Willimack, D.K. Schuman H. Pennell B-E. Lepkowski J.M. 1995. "Effects of a Prepaid Nonmonetary Incentive on Response Rates and Response Quality in a Face-to-Face Survey." *Public Opinion Quarterly* 59:1:78-92.
Aquilino W.S. 1993. "Effects of Spouse Presence during the Interview on Survey Responses Concerning Marriage" *Public Opinion Quarterly* 57(3):358-76.
Billiet, Jacques and Geert Loosveldt. 1988. "Improvement of the Quality of Responses to Factual Survey Questions by Interviewer Training" *Public Opinion Quarterly* 52: 190-211.

Submit memo on pretest results and revised questionnaire.

16. Interviewing Techniques and Mode Effects – November 20

Structured vs. loosely structured questionnaire; Problems of interviewer bias; Probing.

Readings:

- Dillman Don A. et al. 1996. "Understanding Differences in People's Answers to Telephone and Mail Surveys." Pp. 45-62 in *Advances in Survey Research*. MT Braverman and JK Slater (eds.).
- Krysan M. Schuman H. Scott L.J. Beatty P. 1994. "Response Rates and Response Content in Mail versus Face-to-Face Surveys." *Public Opinion Quarterly* 58:3:381-99.
- Aquilino W.S. 1994. "Interview Mode Effects in Surveys of Drug and Alcohol Use: A Field Experiment." *Public Opinion Quarterly* 58:2:210-40.
- Sanchez M.E. and G. Morchio. 1992. "Probing 'Don't Know' Answers: Effects on Survey Estimates and Variable Relationships." *Public Opinion Quarterly* 56:4:454-74.

17. Coding and Data Reduction – November 25

Readings:

- Babbie, Earl. Pp. 202-219.
- Montgomery A.C. Crittenden K.S. 1977. "Improving Coding Reliability for Open-Ended Questions." *Public Opinion Quarterly* 41:2:235-43.
- Braverman, Marc T. 1996. "Sources of Survey Error: Implications for Evaluation Studies." Pp. 17-28 in *Advances in Survey Research*. MT Braverman and JK Slater (eds.).

18. Presenting the Findings – November 26

Presenting and describing tables and multivariate models; Calculating and reporting response rates.

Readings:

- Czaja and Blair Pp. 215-230.
- Babbie, Pp. 327-335.

Optional:

- "Institutional and Political Factors in Social Experimentation." 1974. Pp. 228-243 in *Social Experimentation: A Method for Planning and Evaluating Social Intervention*. Edited by H. Riecken and R. Boruch. New York: Academic Press.
- American Association for Public Opinion Research. May 1998. Standard Definitions.
(<http://www.aapor.org/ethics/stddef.html>)

19. Ethical Issues in Survey Research – December 2

Protecting respondent confidentiality; Disclosure; Institutional oversight.

Readings:

- Seiber, Joel. 1992. *Planning Ethically Responsible Research. A Guide for Student and Internal Review Boards*. Newbury Park: Sage. Pp. 1-63, 111-123.
- American Association for Public Opinion Research. "Best Practices for Survey and Public Opinion Research."
(<http://www.aapor.org/ethics/best.html>).
- Cohen, Patricia. April 8, 2000. "Oops, Sorry: Seems That My Pie Chart Is Half-Baked." *New York Times*. P. B7.
- Chase, Alston. "Harvard and the Making of the Unabomber." *The Atlantic Monthly* Vol. 285, no. 6, June 2000, p. 41-65. (<http://www.theatlantic.com/issues/2000/06/chase.htm>).

20. Conducting Surveys in Other Countries – December 4

Readings:

- Tianjian Shi, "Survey Research in China," in Michael X. Delli Carpini, Leoni Huddy, and Robert Y. Shapiro, eds., *Research in Micropolitics*, vol. 5, New Directions in Political Psychology (Greenwich, CT: JAI Press, 1996).

John W. Hall. 1998. "Procedures For Sampling In Villages That Are Consistent With Probability Sampling." Princeton: Mathematica Policy Research."
World Values Survey. <http://wvs.isr.umich.edu/index.html>
Warren, Kenneth F. 2001. *In Defense of Public Opinion Polling*. Cambridge: Westview Press. Pp. 255-283.

21. The Role of Public Opinion in Modern Democracies – December 9 and 11

Readings:

Bradburn, Norman M. and Seymour Sudman. 1988. *Polls and Surveys: Understanding What They Tell Us*. San Francisco: Jossey-Bass. Pp. 194-230.
Zaller, John R. 1992. *The Nature and Origin of Mass Opinion*. Cambridge: Cambridge University Press. Pp. 1-39.
Partnership For A Poll-Free America (<http://www.ariannaonline.com/crusades/ppfa.html>).
Henry, Gary T. 1996. "Does the Public Have a Role in Evaluation?: Surveys and Democratic Discourse." Pp. 3-15 in *Advances in Survey Research*. MT Braverman and JK Slater (eds.).
Weissberg, Robert. "Why Policymakers Should Ignore Public Opinion Polls." *Policy Analysis* No. 402. May 29, 2001. <http://www.cato.org/pubs/pas/pa402.pdf>
Warren, 2001. Pp. 45-80.
Herbst, Susan. 1998. *Reading Public Opinion: How Political Actors View the Democratic Process*. Chicago: University of Chicago Press. Pp. 1-45.

Submit final proposal with questionnaire and IRP clearance request.

22. Winter Recess – December 13- January 14 (Dean's Date)

23. Final Examination Period – January 15-January 25