SOC 712 - ADVANCED SURVEY RESEARCH METHODS Spring 2008

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This course has five major aims and is divided into four parts. The aims are: (a) to describe and discuss major sources of errors in surveys; (b) to describe developments in questionnaire construction based on recent research on the interface between cognitive psychology and survey design; (c) to discuss the design and conduct of focus groups; (d) to introduce you to careful methods of survey sampling, especially procedures for reducing sampling variances or costs, and computing sampling errors from complex samples, and; (e) to have you report on your class research project.

Your grade in the class will be based on multiple class presentations that you will give on your research project during it's development; on class participation as a discussant, critic and questioner; and on your final research paper. Class presentations and assignments constitute 25% of the final grade, class participation is 25%, and the final paper proposal is 50%.

Your class project and final paper will be either a modified-annotated literature review on a survey methods topic that you select from a list that I provide or a 40-50 item questionnaire that you develop, test and critique using procedures discussed in the course. Topics for the literature review will emerge from readings and discussion in the first 5-6 weeks of the course. The questionnaire project can be for your dissertation or a topic of interest to you. In week 7 you will give a short presentation on your research project. If your project is the literature review, you will tell us what the topic is, why it is important to do it, what you plan to do and what you have accomplished to date. If your project is a questionnaire, you will tell us your research questions, why they are important, the hypotheses you could test, and a discussion of the stages and procedures that you will use to develop and pretest your questionnaire. The results of your project will be presented orally in class one of the final two weeks of class. The final paper is to be turned in during finals week.

As prerequisites to this course, it is assumed that you have had SOC 711 and SOC 707.

Required Texts

Czaja, Ronald, and Johnny Blair. 2005. Designing Surveys: A Guide to Decisions and Procedures. Pine Forge Press.

Tourangeau, Roger, Lance Rips and Kenneth Rasinski. 2000. *The Psychology of Survey Response*. Cambridge University Press.

COURSE OUTLINE

Week Topic

Introductions, Course Overview and Goals

2 Alternative data collection procedures: Issues of feasibility, cost, data quality and comparability across method

fcsm, Chapter 4: Nonresponse Error, Pp. 1-23. http://www.fcsm.gov/reports Working Paper 31 Czaja and Blair, Chapter 3: Pp. 33-58.

Tourangeau et al., Chap 10: Mode of Data Collection

Dillman (2000), Chap 11: Internet and Interactive Voice Response Surveys

Couper, "Web Surveys," Public Opinion Quarterly, 2000, Vol 64:4, Pp. 464-94.

Couper et al., "Web survey design and administration," Public Opinion Quarterly, 2001, Vol 65: 230-53.

de Leeuw (2005). "To mix or not to mix data collection modes in surveys," JOS. Vol 21,2:233-55.

Optional

Groves and Couper, Chaps 2, 11: "A Conceptual Framework for Survey Participation" and "Practical Survey Design Acknowledging Nonresponse"

de Leeuw (2004), "New technologies in data collection, questionnaire design and quality," Eustat.

[Note: You may want to review past course notes and the following readings on questionnaire wording and design]

Sudman and Bradburn, Asking Questions, Chapters 2-7, 11: Pp. 20-206, 281-86.

Converse, Jean and Stanley Presser. 1986. Survey Questions. Newbury Park, CA: Sage #63.

Week Topic

3 Measurement error

fcsm, Chapter 6: Measurement Error, Pp. 1-33.

Cognitive processes in answering survey questions and methods for determining them

Czaja and Blair, Chapters 4 & 5: Pp. 51-92.

Tourangeau et al., Chaps 1-2: An Introduction and a Point of View, Respondents' Understanding of Survey Questions. Hippler et al., (1987), Chap 6: "Response Effects in Surveys," Pp. 102-21.

Conrad and Schober, "Promoting uniform question understanding in today's and tomorrow's surveys," *Journal of Official Statistics*, 2005, 215-32.

Retrieval of autobiographical information, counting and estimation; Visual design

Tourangeau et al., Chap 3: The Role of Memory in Survey Responding.

4 Blair and Burton, "Cognitive Processes Used by Survey Respondents to Answer Behavioral Frequency Questions," *Journal of Consumer Research*, 1987: Pp. 280-88.

Bradburn, et al., "Answering Autobiographical Questions: The Impact of Memory and Inference on Surveys, in *Science*, 1987: Pp. 157-61.

Dillman et al., "Achieving usability in establishment surveys through the application of visual design principles," JOS, 2005, 183-214

Effects of question order and content

The next four come from Schwarz and Sudman, (eds.), *Context Effects in Social and Psychological Research* Tourangeau et al., Chap. 7: Attitude Judgments and Context Effects.

Schwaarz et al., "Assimilation and contrast effects in part-whole question sequences," *Public Opinion Quarterly*, 1991, Pp. 3-23.

Willits and Saltiel, "Question Order Effects on Subjective Measures of Quality of Life," *Rural Sociology*, 60(4),1995: 654-665

Todorov, "Context effects in national health surveys," Public Opinion Quarterly, 2000, Vol 64:65-76.

Moore, "Measuring New Types of Question-Order Effects: Additive and Subtractive," *Public Opinion Quarterly*, 2002, 66: 80-91.

Pretesting methodologies, e.g., focus groups and think-alouds to develop questionnaires

Czaja, "Questionnaire Pretesting Comes of Age," Marketing Bulletin, 1998: 52-66.

Czaja and Blair, Chapter 6: Pp. 103-24.

Converse and Presser, Pp. 51-75.

The next four come from Schwarz and Sudman, (eds.), Answering Questions

Fowler and Cannell, "Using Behavioral Coding to Identify Cognitive Problems with Survey Questions," Pp. 15-36.

DeMaio and Rothgeb, "Cognitive Interviewing Techniques: In the Lab and in the Field," Pp. 177-96.

Optional

Lessler and Forsyth, "A Coding System for Appraising Questionnaires," Pp. 259-292.

Groves, "How Do We Know What We Think They Think Is Really What They Think?" Pp. 389-402.

Survey cooperation and Introduction to sampling; Sampling from existing frames & Coverage

fcsm, Chapter 5: Coverage Error, Pp. 1-15.

fcsm, Chapter 3: Sampling Error, Pp. 1-11.

Groves and Couper, Chap 1: "An Introduction to Survey Participation."

Groves et al., "Leverage-saliency theory of survey participation," Public Opinion Quarterly, 2000, Vol 64: 299-308.

Keeter et al., "Consequences of reducing nonresponse in a national telephone survey," *Public Opinion Quarterly*, 2000, Vol 64: 125-48.

Czaja and Blair, Chapter 7: Pp. 125-42.

March 10

7-8 Focus Group Design & Class presentations of research project topics

Week Topic

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9 Sample size determination

Czaja and Blair, Chapter 7: Pp. 142-66 Aday, Chap 7: Pp. 143-176.

10 Processing Error & Total Survey Error

fcsm, Chapter 7: Processing Error, Pp. 1-13. fcsm, Chapter 8: Total Survey Error, Pp. 1-13

Stratified sampling and Cluster samples

Seymour Sudman, Applied Sampling, Chapter 6: Pp. 107-21, and 126-30; Chap. 4.

11 Multi-stage samples

Seymour Sudman, *Applied Sampling*, Chapter 7. Czaja, "Sampling with Probability Proportionate to Size," in *The Encyclopedia of Biostatistics*, 2005, Vol. 7: Pp. 4764-70.

Sampling variance estimation from complex samples

Seymour Sudman, Applied Sampling, Chapter 8: Pp. 171-90.

Brogan, Donna "Software for sample data, misuse of standard packages," Ency. Of Biostat., Pp. 4167-74.

Telephone samples

Czaja and Blair, Chapter 8: Pp. 167-92.

J. Lepkowski, "Telephone Sampling Methods in the U.S.," in *Telephone Survey Methodology*, R. Groves et al., eds., 1988, Pp. 73-98.

C. Tucker et al., "List-Assisted Telephone Sampling Design," *Public Opinion Quarterly*, 2002, 66: 321-38. *Special Issue:* Cell Phone Numbers and Telephone Surveying in the U.S. *Public Opinion Quarterly*, 2007, 71.

13 Class presentations of research projects

SUGGESTED RESOURCES

The books below are suggested for general background and some specific readings are suggested for the major parts of the course.

General Background

Aday, Lu Ann, 1996, Designing and Conducting Health Surveys. San Francisco: Wiley.

Armitage, Peter and Theodore Colton, 1998, Encyclopedia of Biostatistics. Chichester, UK: Wiley

Biemer, Paul P., et al. (eds.). 1991. Measurement Errors in Surveys. NY: Wiley.

Dillman, Don A. 1978. Mail and Telephone Surveys. NY: Wiley.

Dillman, Don A. 2000. Mail and Internet Surveys. NY: Wiley.

Groves, Robert M., et al. (eds.). 1988. Telephone Survey Methodology. NY: Wiley.

Groves, Robert M. 1989. Survey Errors and Survey Costs. New York: Wiley & Sons.

Groves, Robert M and Mick Couper. 1998. Nonresponse in Household Interview Surveys. New York: Wiley & Sons.

Frey, James. 1989. Survey Research by Telephone. Newbury Park, CA: Sage.

Lin, Nan. 1976. Foundations of Social Research. Hightstown, NJ: McGraw-Hill.

Lyberg, L., Collins, M., De Leeuw, E., Dippo, C., Schwarz, N., and Trewin, D., (Eds.). 1997. Survey Measurement and Process Ouality. Somerset, NJ: John Wiley & Sons.

Mangione, T.W. 1995. Mail Surveys: Improving the Quality. Thousand Oaks, CA: Sage.

Rossi, Peter H., et al. (eds.). 1983. Handbook of Survey Research. San Diego, CA: Academic Press.

Sampling

Kalton, Graham. 1983. Introduction to Survey Sampling. Newbury Park, CA: Sage #35.

Kish, Leslie. 1965. Survey Sampling. NY: Wiley.

Levy, Paul S. and Stanley Lemeshow. 1999. Sampling of Populations: Methods and Applications. NY: Wiley. Sudman, Seymour. 1976. Applied Sampling. San Diego: Academic.

Sudman, Seymour, et al. 1988. "Sampling Rare and Elusive Populations." Science 240:991-95.

Questionnaire Design

Bradburn, Norman M, and Seymour Sudman. 1979. *Improving Interview Method and Questionnaire Design*. San Francisco, CA: Jossey-Bass.

Converse, Jean and Stanley Presser. 1986. Survey Questions. Newbury Park, CA: Sage #63.

DeMaio, Theresa. 1983. Approaches to Developing Questionnaires. Washington, DC: US Government Printing Office (Nov.) Hippler, Hans-J, et al. (eds.) 1987. Social Information Processing and Survey Methodology. Secaucus, NJ: Springer-Verlag. Royston, P. et al. 1986. "Questionnaire Design Research Laboratory." Pp. 703-07 in Proceedings American Statistics Association. Schuman, Howard, and Stanley Presser. 1981. Questions and Answers in Attitude Surveys. 1981 San Diego, CA: Academic Press. Schwarz, Norbert, and Seymour Sudman (eds.). 1991. Context Effects in Social and Psychological Research. Secaucus, NJ: Springer-Verlag.

Schwarz, Norbert and Seymour Sudman (eds.). 1996. Answering Questions: Methodology for Determining Cognitive and Communicative Processes in Survey Research. San Francisco: Jossey-Bass.

Sudman, Seymour, and Norman M. Bradburn. 1982. Asking Questions. San Francisco, CA: Jossey-Bass.

- o Sudman, Seymour, and Norman M. Bradburn. 1974. Response Effects in Surveys. Chicago, IL: Aldine.
- o Sudman, Seymour, Norman M. Bradburn and Norbert Schwarz. 1996. *Thinking About Answers*. San Francisco, CA: Jossey-Bass.