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Office Location: 1810 Chicago Room 120
Office Hours: R 3:30-4:30, Appointment Required

Soc 476
R 9:30 AM – 12:20 PM
Location: Harris Hall L06

Design and Analysis of Surveys

This course aims to support graduate students who are conducting projects or writing dissertations and wish to (1) collect and use their own survey data on public opinion, attitudes, or behaviors; or (2) conduct their own survey experiments. It seeks to enhance the research productivity and career success of graduate students, by providing the opportunity to design, administer, and analyze survey questions of their own design. Students will leave the course with a survey that has been pre-tested.

Required Readings: Readings may be found on the Canvas website. In the course schedule, readings and assignments are listed the day they are due. Readings and schedule may change throughout the quarter.

Books You Want to Own:

Bradburn, Sudman, Wansink, Sudman, Seymour, & Wansink, Brian. (2004). *Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires*. Hoboken: Wiley. (Online access is available through <http://nucat.library.northwestern.edu/>).

Books We Will Use Sections From:

Callegaro, Mario, Katja L. Manfreda & Vasja Vehovar. 2015. *Web survey methodology*. Los Angeles: SAGE Publications.

Crano, William D & Radmila Prislin. 2008. *Attitudes and Attitude Change*. New York: Taylor & Francis Group.

DeVillis, Robert F. 2017. "Scale Development: Fourth Edition". Los Angeles: Sage University Press.

Fielding, Lee, Blank, Fielding, Nigel, Lee, Raymond M., & Blank, Grant. 2008. *The SAGE handbook of online research methods*. Los Angeles ; London: SAGE.

Groves, Robert M. 2002. *Survey nonresponse* (Wiley series in probability and statistics. Survey methodology section). New York: Wiley.

Lohr, S. L. 1999. *Sampling: Design and analysis*. Pacific Grove, CA: Duxbury Press.

Marsden, P., & Wright, J. 2010. *Handbook of survey research* (2nd ed.). Bingley: Emerald.

Salant, P., & Dillman, D. 1994. *How to conduct your own survey*. New York: Wiley.

Tourangeau, R., Rips, L. J., & Rasinski, K. 2000. *The psychology of survey response*. New York: Cambridge University Press.

Weisberg, Herbert F. 2005. *The Total Survey Error Approach: A Guide to the New Science of Survey Research*. Chicago: University of Chicago Press.

Other Readings as Listed:

Baber, Kristine M., & Tucker, Corinna Jenkins. 2006. The social roles questionnaire: A new approach to measuring attitudes toward gender. *Sex Roles*, 54(7-8), 459-467.

Jasso, Guillermina. 1985. "Marital Coital Frequency and the Passage of Time: Estimating the Separate Effects of Spouses' Ages and Marital Duration, Birth and Marriage Cohorts, and Period Influences." *American Sociological Review*, 50:224-241.

Jasso, Guillermina. 1986. "Is It Outlier Deletion or Is It Sample Truncation? Notes on Science and Sexuality (Reply to Kahn and Udry)." *American Sociological Review*, 51:738-742.

Heckathorn, Douglas D. & Christopher J. Cameron. 2017. "Network Sampling: From Snowball and Multiplicity to Respondent-Driven Sampling." *Annual Review of Sociology*, 43:101-19.

Osberg, Lars and Timothy Smeeding. 2006. "'Fair' Inequality? Attitudes toward Pay Differentials: The United States in Comparative Perspective". *American Sociological Review*, 71(3):450 – 473.

Paik, Anthony and Kenneth Sanchagrin. 2013. "Social Isolation in America: An Artifact." *American Sociological Review*, 78(3):339 – 360

Pager, Devah, and Lincoln Quillian. 2005. "Walking the Talk? What Employers Say Versus What They Do." *American Sociological Review*, 70(June):355–380.

Other Readings of Interest:

Allison, P. 2001. *Missing data* (Quantitative applications in the social sciences ; no. 07-136). Thousand Oaks, Calif.: Sage Publications.

Carmines, E., & Zeller, R. 1979. *Reliability and validity assessment* (Quantitative applications in the social sciences ; no. 07-017). Beverly Hills, Calif.: Sage Publications.

Czaja, Blair, Blair, Johnny, & Blair, Edward. 2014. *Designing surveys : A guide to decisions and procedures* (Third ed.). Thousand Oaks: SAGE.

Dillman, D., Smyth, J., & Christian, L. 2014. *Internet, phone, mail, and mixed-mode surveys : The tailored design method* (Fourth ed.). Hoboken, New Jersey: Wiley. (Online access is available through <http://nucat.library.northwestern.edu/>).

Groves, Fowler, Couper, Lepkowski, Singer, Tourangeau, . . . Ebooks Corporation. 2009. *Survey methodology* (2nd ed., Wiley series in survey methodology). Hoboken, N.J.: Wiley. (Online access is available through <http://nucat.library.northwestern.edu/>).

Kalton, G., & NetLibrary, Inc. 1983. *Introduction to survey sampling* (Quantitative applications in the social sciences ; no. 07-035). Beverly Hills, Calif.: Sage Publications.

Lessler, J., & Kalsbeek, W. 1992. *Nonsampling error in surveys* (Wiley series in probability and mathematical statistics. Probability and mathematical statistics). New York: Wiley.

Linden, W., & Hambleton, R. 1997. *Handbook of modern item response theory*. New York: Springer.

Schwarz, Sudman, Schwarz, Norbert, & Sudman, Seymour. 1996. *Answering questions : Methodology for determining cognitive and communicative processes in survey research* (1st ed.). San Francisco: Jossey-Bass.

Sudman, S., Bradburn, N., & Schwarz, N. 1996. *Thinking about answers: The application of cognitive processes to survey methodology*. San Francisco: Jossey-Bass.

My Co-Worker

Mitaka Ki (Mita for short), is a licensed medical alert dog. She is trained to detect and alert to subtle changes in blood chemistry. She accompanies me everywhere, but when we are out, she is frequently working, so please do not be offended if she doesn't visit you. If you would like to have Mita kept away from you, please let me know. Also, we all get distracted once in a while. Mita is just a dog, so please forgive her if she periodically gets distracted or forgets what she is doing.

Requirements

<i>Draft Questionnaire</i>	February 22	20 pts
<i>Final Paper</i>	March 20	80 pts

Attendance and Participation

Show up, be on time, participate. Attendance is mandatory. If you are sick or have an emergency, email me and you will be excused.

Final Paper

Students will design and administer a survey of their own design for their research project. This will involve:

- Select a mode and sample;
- Design a questionnaire;
- Administer a survey pre-test;
- Analyze the pre-test data.

The final paper will include: (1) introduction; (2) a VERY brief literature review; (3) methodology, (4) results; and (5) conclusions. Analysis will be conducted on pre-test data.

Students will receive faculty and peer feedback on design three times throughout the quarter.

Accommodations

Students with disabilities or other concerns should contact the Accessible NU office (accessiblenu@northwestern.edu) for a student accommodation letter.

Plagiarism and Academic Misconduct

Northwestern's code of academic conduct applies. I am required to report incidents of academic misconduct. University policies may be found at

<http://www.northwestern.edu/provost/policies/academic-integrity/index.html>.

Topics & Schedule

Date	Topic	Due in Class
1/11	1 – Sources of Error <ul style="list-style-type: none">• <i>Introduction</i>• <i>Overview of Quarter Projects</i>• <i>Total Survey Error</i>• <i>Tour of Qualtrics and Mturk</i> <p><u>Assignments:</u> Weisberg - Total Survey Error (Ch. 1; Canvas); Marsden & Wright – Survey Research in Social Science (Ch. 1; Canvas); Set up a Weinberg Qualtrics account (https://www.weinberg.northwestern.edu/weinbergit/teaching-research/qualtrics/); Complete IRB CITI training if your training is not up to date (https://irb.northwestern.edu/training/human-subject-protection-training); Submit a printed copy of your certificate to me.</p>	<i>CITI Certificate</i>
1/18	2 – Mode and Implementation <ul style="list-style-type: none">• <i>Cultural and Linguistic Issues</i>• <i>Ethical Issues (Presentation by Beth Irwin, IRB)</i>• <i>Frames</i>• <i>Methods of Administration</i>• <i>Web Surveys</i>• <i>Types of Items</i> <p><u>Assignments:</u> Fielding – Ethics in Internet Research (Ch. 2; Canvas); Marsden & Wright – Legal and Human Considerations (Ch. 3; Canvas); Take the American Time Use Survey Time-Use Diary Section (S4) (https://www.bls.gov/tus/tuquestionnaire.pdf); OPTIONAL: Marsden & Wright – Surveying Across Nations and Cultures (Ch. 24; Canvas).</p>	<i>Group 1</i>
1/25	3 – Measurement and Measurement Error <ul style="list-style-type: none">• <i>Measurement</i>• <i>Latent Variables</i>• <i>Reliability and Validity</i>• <i>Measurement Error</i>• <i>Factor Analysis</i> <p><u>Assignments:</u> Baber and Tucker (2006) – “Social Roles Questionnaire”;</p>	<i>Group 2</i>

DeVellis – Overview of Measurement Theory (Ch.1);
Take the 2016 Pew Research Center’s American Trends Panel
Questionnaire (Canvas) and read the Methodology.

2/1 4 – Psychology of Survey Response Group 3

- *Cognitive Processing*
- *Attitudes*
- *Understanding*
- *Memory and Recall*
- *Judgement*
- *Response and Bias*

Assignments:

Tourangeau et al. – Psychology of Survey Response (Ch. 1; Canvas);
Crano & Prislin – Attitudes and Attitude Change (Ch. 1, 2, 4, 5, 6, 7,
15; Canvase);
Pager & Quillian (2005) – Walking the Talk?
Take the GSS 2016 Questionnaire
(<http://gss.norc.org/documentation/Documents/2016%20Quex%20Ballot%201%20For%20Public%20-%20English.pdf>).

**2/8 5 – Questionnaire Design I Group 1 –
Questionnaire**

- *Measuring Behavior*
- *Measuring Attitudes*
- *Measuring Knowledge*
- *Questionnaire Design*

Assignments:

Bradburn et al. – Asking Question (p3-282);
Osberg & Smeeding (2006) – Fair Inequality;
Take the National Health Interview Survey (p20-72)
(ftp://ftp.cdc.gov/pub/Health_Statistics/NCHS/Survey_Questions/NHIS/2016/english/qadult.pdf);

**2/15 6 – Questionnaire Design II Group 2 –
Questionnaire**

- *Item Response Theory*
- *No Opinions*
- *Wording Effects*
- *Context Effects*
- *Attention*
- *Pre-Testing*
- *Survey Experiments*
- *Cognitive Interviewing*
- *Crossing Modes*
- *Interviewer Effects*

Assignments:

Bradburn et al. – Asking Question (283-334);

	<p>Salant & Dillman – Writing Good Questions (Ch. 6; Canvas); Paik & Sanchargrin (2013) – Social Isolation an Artifact (Canvas); Take the National Health Interview Survey (p20-72) (ftp://ftp.cdc.gov/pub/Health Statistics/NCHS/Survey Questionnaires/NHIS/2016/english/qadult.pdf);</p>	
2/22	<p>7 – Sampling and Weighting I</p> <ul style="list-style-type: none"> • <i>Sampling Theory</i> • <i>Simple Probability Samples</i> • <i>Ratio and Regression Estimates</i> <p><u>Assignments:</u> Lor – Sampling: Design and Analysis (Ch. 2 & 3); Take the CPS Labor Force Questionnaire (https://www2.census.gov/programs-surveys/cps/techdocs/questionnaires/Labor%20Force.pdf); Submit a printed copy of your draft questionnaire</p>	<p>Group 3 – Questionnaire</p> <p>Submit a printed copy of your draft questionnaire</p>
3/1	<p>8 – Sampling and Weighting II & Post-Survey Corrections</p> <ul style="list-style-type: none"> • <i>Stratification and Cluster Sampling</i> • <i>Power Analysis</i> <p><u>Assignments:</u> Lor – Sampling: Design and Analysis (Ch. 4 & 5)</p>	<p>Group 1</p>
3/8	<p>9 – Non-Probability Surveys</p> <ul style="list-style-type: none"> • <i>Imperfect Frames and Frame Errors</i> • <i>Non-Probability Sampling</i> • <i>Post-Sampling Correction</i> <p><u>Assignments:</u> Callegaro et al. – Web Survey Methodology (Ch. 3 & 5; Canvas); Heckathorn & Cameron (2017) – Network Sampling</p>	<p>Group 2</p>
3/15	<p>10 – Missing Data</p> <ul style="list-style-type: none"> • <i>Reducing Non-Response</i> • <i>Non-Response on Item</i> • <i>Non-Response of Participant</i> • <i>Correcting Non-Response</i> • <i>Imputation</i> • <i>Quantifying Error and Error Models</i> <p><u>Assignments:</u> Groves et al. – Survey Nonresponse (Ch. 2-5); Jasso (1985 & 1986) – Marital Coital Frequency.</p>	<p>Group 3</p>
3/20 - Final Paper Due		
3/22	<i>No Class – Finals Week</i>	