

Objectives:

- To provide students with an in-depth understanding of the survey research process as it is used in social science research and the analysis of public policy issues. This includes development of research questions and hypotheses, sampling, questionnaire design, survey administration, data processing, and analysis.
- To give students an opportunity to design a survey, learn basic interviewing skills, and analyze survey data.
- To provide students with the skills needed to assess the quality of survey research findings and their relevance to public policy issues.

Requirements

1. The course will be run as a seminar that includes a midterm examination (20% of course grade) and a final examination (30% of course grade). Students will conduct a class project in which we design a survey and conduct interviews by telephone or in-person. Students will also be graded on their performance as interviewers (10%), and on their work on two assignments in statistical analysis of survey data (30%). We plan to use STATA for WINDOWS software for analysis, but students may use SAS or SPSS if they prefer.

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.

Braverman, Marc T. and JK Slater (eds.) **Advances in Survey Research**. 1996. San Francisco: Jossey-Bass.

Optional Texts

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

Schedule

1. Introduction – Monday, September 20

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

Propose ideas for the class survey.

2. Overview of Social Science Research Methods – September 22

Quantitative Methods: Surveys, records abstraction, administrative data, structured observation.

Qualitative Methods: Focus groups, in-depth interviews, case studies, participant-observation, content analysis.

Choosing an appropriate research method; combining multiple methods.

Readings (Readings other than main texts will be on reserve at the WWS Library or on the Internet):

Czaja and Blair, Pp. 1-30.

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

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 27

Using research to address social problems and monitor economic and social well being; Examples of major surveys and how they are used; Examples of inappropriate use of surveys; Introduction to STATA for PC.

Readings:

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

The General Social Survey (<http://www.norc.uchicago.edu/gss/homepage.htm>)

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

An Overview of the Panel Study of Income Dynamics (<http://www.isr.umich.edu/src/psid/overview.html>)

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.

Getting Started With STATA (v. 6). 1999. College Station, TX: Stata Press. Pp. 11-16.

4. Framing Research Questions and Developing Hypotheses –September 29

Readings:

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

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.

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.).

5. Data Analysis and Hypothesis Testing – October 4

Readings:

Weisburg, HF, JA Krosnick, and BD Bowen. 1996. *An Introduction to Survey Research, Polling, and Data Analysis*. Pp. 173-188.

Wonnacott, Thomas H. and Ronald J. Wonnacott. 1990. *Introductory Statistics for Business and Economics*. New York: John Wiley & Sons. Pp. 288-323.

6. Univariate statistics, crosstabulation and the chi-square test of significance – October 6

Readings:

Weisburg et al. Pp. 190-216, 247-297.

Wonnacott and Wonnacott, Pp. 549-563.

Hamilton, Lawrence C. 1998. *Statistics with STATA 5*. Pacific Grove: Duxbury Press. Pp. 94-113.

7. Questionnaire Design – October 11 and 13

Principles and techniques for developing valid and reliable survey instruments; Measurement issues; Sources of bias; Pretesting

Design questionnaire for class survey

Readings:

- Czaja and Blair, Pp. 51-106.
- Sudman, Seymour and Norman M. Bradburn. 1982. *Asking Questions: A Practical Guide to Questionnaire Design*. San Francisco: Jossey-Bass. Pp. 1-52, 88-147, 207-228.
- Babbie, Earl. 1990. Pp. 147-173 and 220-235.
- Krosnick, Jon A. and Robert P. Abelson. 1992. "The Case for Measuring Attitude Strength in Surveys." Pp. 177-203 in *Questions About Questions*, edited by Judith M. Tanur. New York: Russell Sage.
- 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.
- Moore, David W. 1997. "Split Sample Experiments: Affirmative Action vs. Special Preferences." *The Gallup Poll Monthly*, December 1997, pp. 25-27.

8. Race and Ethnicity – October 18

First data analysis assignment due

Readings:

- Office of Management and Budget. Draft Provisional Guidance on the Implementation of the 1997 Standards for Federal Data on Race and Ethnicity. (February 17, 1999) <http://www.whitehouse.gov/OMB/inforeg/race.pdf>, Pp. 1-40.
- Mohai, Paul and B. Bryant. 1998. "Is there a 'Race' Effect on Concern for Environmental Quality?" *Public Opinion Quarterly* 62(4): 475-505.
- 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.).

9. Introduction to Sampling Theory – October 20

Probability sampling
Dangers of nonprobability sampling

Readings:

- Czaja and Blair, Pp. 107-169.
- Henry, Gary T. 1990. *Practical Sampling*. Beverly Hills, CA: Sage. Pp. 9-83.
- Current Population Survey, Basic Monthly Survey: Sampling (<http://www.bls.census.gov/cps/bsampdes.htm>)

10. Midterm Examination – October 25

11. Sampling Theory (continued) – October 27, November 8

Determining sample size; Assigning sample weights

Readings:

- Henry, Gary T. 1990. *Practical Sampling*. Pp. 84-135.
- Lepowski, 1988. "Telephone Sampling Methods in the United States." Pp. 73-98 in *Telephone Survey Methodology*, edited by Robert Groves et al. New York: John Wiley & Sons.
- Thornberry, Owen and J. Massey. 1988. "Trends in United States Telephone Coverage Across Time and Subgroups." Pp. 25-49 in *Telephone Survey Methodology*, edited by Robert Groves et al. New York: John Wiley & Sons.
- 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. On reserve and at <http://www.worldopinion.com/latenews.taf?f=d&news=3966>

12. Multivariate Analysis Techniques – November 10 and 15

Readings:

Wonnacott and Wonnacott, pp. 357-440.

Hamilton, pp. 129-184.

Weisburg et al. 298-324.

13. Telephone Surveys – November 17

RDD surveys; Computer Assisted Telephone Interviewing (CATI)

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.

14. Designing and Administering Surveys by Mail and through the Internet – November 22

The Total Design Method (TDM)

Readings:

Dillman, Don A. 1978. *Mail and Telephone Surveys: The Total Design Method*. Pp. 1-78, 160-199.

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.

Schaefer, David-R.; Dillman, Don-A. 1998. "Development of a Standard E-Mail Methodology: Results of an Experiment." *Public Opinion Quarterly* 62 (3): 378-397.

The Harris Poll Online (<http://www.harrispollonline.com/>).

15. In-person Interviewing – November 24

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*.

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.

16. Interviewing Techniques and Mode Effects – November 29

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

Conduct interviews for class project

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.

Robb, William, and T. Ouellete, L. Luskin, and M. Scott. 1999. "A Direct Comparison of Web-based and Telephone-based Data Collection Modes." Paper presented at the 54th Annual Conference of the American Association for Public Opinion Research, St. Pete Beach, Florida • May 13-16, 1999.

17. Coding and Data Reduction – December 1

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– December 6

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

Second data analysis assignment due

Readings:

Czaja and Blair Pp. 215-230.

Babbie, Pp. 327-335.

"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. Fundamentals of Program Evaluation Research – December 8

Experimental and quasi-experimental designs; implementation studies; impact evaluations

Readings:

Rutman, Leonard. 1989. Pp. 9-38 in *Evaluation Research Methods*. Edited by L. Rutman. Beverly Hills, CA: Sage.

Mark, Melvin M. and T.D. Cook. 1989. "Design of Randomized Experiments and Quasi-Experiments." Pp. 65-120 in *Evaluation Research Methods*. Edited by L. Rutman. Beverly Hills, CA: Sage.

20. Conducting Survey Research for Federal and State Governments – December 13

Understanding the world of contract research; Elements of proposals and requests for proposals. Survey budgets and costs.

Readings:

Federal Committee on Statistical Methodology. June 1983 "Statistical Working Paper #9 - Contracting for Surveys." (<http://www.bts.gov/NTL/DOCS/sw9.html>). Pp. 1-58.

21. Ethical Issues in Survey Research – December 15

Protecting respondent confidentiality; Disclosure;

Readings:

Seiber, Joel. 1992. *Planning Ethically Responsible Research. A Guide for Student and Internal Review Boards*. Newbury Park: Sage. Pp. 1-63.

American Association for Public Opinion Research. "Best Practices for Survey and Public Opinion Research." (<http://www.aapor.org/best/index.html>)

22. Winter Recess – December 17- January 11 (Dean's Date)

23. Final Examination Period – January 12-January 22