Survey Experiments

April 8

Outline

- Guest presentation

- Overview of survey experiments

- Discussion of readings

- Synopsis presentations

Guest Presentation

- Rune Slothuus, Professor in IFSK

- Discussing survey experiment by Druckman, Peterson, and Slothuus (2013) in American Political Science Review

Uses of survey experiments

- Substantive experiments

- Procedural experiments

Substantive experiments

- Only work well when units are individuals

- "Lab in field"

- Focus on sample representativeness

Readings

- Druckman et al.

- Hainmueller and Hiscox

Procedural experiments

- How do we best measure some construct?

- How do we recruit participants?

- How do we prevent nonresponse or break-off?

- How do we test respondent engagement?

Procedural experiments

- Question wording and ordering

- Labelling and number of response scales

- List experiment

- Etc.

Readings

- Holbrook and Krosnick

Protocol Considerations

- Survey mode

- Sampling

- Control

- Questionnaire Design

Survey mode

- Face-to-face

- Computer Assisted Self-Interviewing

- Computer Assisted Telephone Interviewing

- Paper-and-pencil Self-Interviewing

- Web-based (or mobile) Self-Interviewing

Sampling

- What is your target population?

- How do you sample and contact them?

- Do you need a representative sample?

Control

- Surveys are less controlled than lab

  - Setting
  - Broader context
  - Engagement

- Surveys may be more private than lab

- Respondents decide when to complete study

Questionnaire Design

- Also relevant to lab and field experiments

- How do we measure constructs?

- How do respondents understand those measures?

- How do we hold respondents' attention?

- Ethical considerations (esp. deception)

Synopsis Presentations

- Everyone present for 1-2 minutes

- Discuss

Preview

Next week

- Last seminar
- Talk about uses of experimental findings

Rest of semester

- Work independently on exams
- Setup a meeting with me (via email) in Late April to check on the status