

Social & Cognitive Foundations of Survey Measurement
SURV 632/SURVMETH 632

1208 LeFrak Hall
300 Perry Building
Wednesday 10:00 am - 12:40 pm
September 7 – December 14, 2011
Roger Tourangeau (RTourang@Survey.Umd.Edu)

Office: 1218P LeFrak Hall
Telephone: (301) 314-7984
(301) 314-7912 (Fax)

Overview of the Course

This course will cover major sources of survey error from the perspective of the psychology. The first half of the course will focus on reporting errors and how they arise through misunderstanding of the questions, forgetting of relevant information, faulty estimation strategies, or misreporting. The next half of the course will examine a variety of issues, including of attitude measurement and context effects, interviewer effects, and the effects of the mode of data collection.

Text and Readings

There is one text required for the course:

Tourangeau, R., Rips, L., and Rasinski, K. (2000). *The Psychology of Survey Response*. New York: Cambridge University Press. (Hereafter T, R, &R).

In addition, an earlier book covers much of the same material at a more introductory level. This book is highly recommended:

Sudman, S., Bradburn, N., & Schwarz, N. (1996), *Thinking about Answers: The Application of Cognitive Processes to Survey Methodology*. San Francisco: Jossey-Bass. (Hereafter, S, B, & S).

The other required course readings can be downloaded from the University of Michigan web site via C-Tools. Instructions for accessing these readings will be provided on the first day of class.

Course Requirements and Grading

Grades for the course will be based on:

- Participation in class discussion demonstrating understanding of the required readings (10% of grade);
- A mid-term in-class exam (40% of grade);
- A final in-class exam (50% of grade).

Schedule and Reading Assignments

September 7: Overview of the Course; Cognitive Views of Error; Models of the Response Process

Chapter 1 in T, R, &R.

Krosnick, J. A. (1991). Response strategies for coping with the cognitive demands of attitude measures in surveys. *Applied Cognitive Psychology*, 5, 213-236.

Optional

Cannell, C., Miller, P., & Oksenberg, L. (1981). Research on interviewing techniques. In S. Leinhardt (Ed.), *Sociological methodology* (pp. 389-437). San Francisco: Jossey-Bass.

Groves, R. M. (1991). Measurement error across the disciplines. In P. Beimer, R. Groves, L. Lyberg, N. Mathiowetz & S. Sudman (eds.), *Measurement errors in surveys*. New York: John Wiley and Sons, Inc., pp. 1-25.

Krosnick, J. (1999). Survey research. *Annual Review of Psychology*, 50, 537-567.

Strack, F., & Martin, L. (1987). Thinking, judging, and communicating: A process account of context effects in attitude surveys. In H. Hippler, N. Schwarz, & S. Sudman (Eds.), *Social information processing and survey methodology* (pp. 123-148). New York: Springer-Verlag.

Chapters 1 and 3 in S, B, & S.

Tourangeau, R. (1984). Cognitive science and survey methods. In T. Jabine et al. (Eds.), *Cognitive Aspects of Survey Design: Building a Bridge Between Disciplines*. Washington: National Academy Press, pp.73-100.

Tourangeau, R., and Bradburn, N. M. (2010). "The Psychology of Survey Response." In P.V. Marsden and J.D. Wright (Eds.), *The Handbook of Survey Research*, Second Edition (pp. 315-346). Bingley, UK: Emerald.

September 14: Comprehension Problems in Surveys

Chapter 2 in T, R, & R.

Conrad, F.G. & Schober, M.F. (2000). Clarifying question meaning in a household telephone survey. *Public Opinion Quarterly*, 64, 1-28.

Schober, M., & Bloom, J. E. (2004). Discourse cues that respondents have misunderstood survey questions. *Discourse Processes*, 38, 287-308.

Schober, M., & Conrad, F. (1997). Does conversational interviewing reduce survey measurement error? *Public Opinion Quarterly*, 61, 576-602.

Tourangeau, R., Couper, M., & Conrad, F. (2004). Spacing, Position, and Order: Interpretive Heuristics for Visual Features of Survey Questions. *Public Opinion Quarterly*, 68, 368-393.

Peytchev, A., Conrad, F. G., Couper, M. P., & Tourangeau, R. (2010). "Increasing Respondents' Use of Definitions in Web Surveys." *Journal of Official Statistics*, 26, 633-650.

Optional

Beatty, P. (1995). Understanding the standardized/non-standardized interviewing controversy. *Journal of Official Statistics*, 11, 147-160.

Belson, W. (1981). *The Design and Understanding of Survey Questions*. London: Gower.

Bolton, R. (1993). Pretesting questionnaires: Content analyses of respondents' concurrent protocols. *Marketing Science*, 12, 280-303.

Bradburn, N., & Miles, C. (1979). Vague quantifiers. *Public Opinion Quarterly*, 43, 92-101.

Chase, C. (1969). Often is where you find it. *American Psychologist*, 24, 1043.

Grice, H. (1975). Logic and conversation. In P. Cole & T. Morgan (Eds.), *Syntax and Semantics: Vol. 3 Speech Acts* (pp. 41-58). New York: Seminar Press.

Pace, C., & Friedlander, J. (1982). The meaning of response categories: How often is 'Occasionally,' 'Often,' and 'Very Often'? *Research in Higher Education*, 17, 267-281.

Schaeffer, N. C. (1991). Hardly or constantly? Group comparisons using vague quantifiers. *Public Opinion Quarterly*, 55, 395-423.

Schwarz, N. (1996). Chapter 2, Cognition and communication: The logic of conversation, and Chapter 6, Making one's contribution informative: The changing meaning of repeated questions. *Cognition and communication: Judgmental biases, research methods, and the logic of conversation*. Mahwah, NJ: Lawrence Erlbaum Associates, Publishers.

Schwarz, N., Strack, F., & H. Mai. (1991). Assimilation and contrast effects in part-whole question sequences: A conversational logic analysis. *Public Opinion Quarterly*, 55, 3-23.

Wallsten, T., Budescu, D., Rapoport, A., Zwick, R., & Forsythe, B. (1986). Measuring the vague meaning of probability terms. *Journal of Experimental Psychology: General*, *115*, 348-365.

September 21: Autobiographical Memory

Barsalou, L. W. (1988). The content and organization of autobiographical memories. In U. Neisser & E. Winograd (Eds.), *Remembering reconsidered: Ecological and traditional approaches to the study of memory* (pp. 193-243). Cambridge: Cambridge University Press.

Belli, R. F. (1998). The structure of autobiographical memory and the event history calendar: Potential improvements in the quality of retrospective reports in surveys. *Memory*, *6*, 383-406.

Chapter 3 in T, R, & R

Optional

Anderson, J. (1983). *The architecture of cognition*. Cambridge: Harvard University Press.

Conway, M. (1990). *Autobiographical memory*. Milton Keynes: Open University Press.

Fisher, R. & Quigley, K. (1992). Applying cognitive theory in public health investigations: Enhancing food recall with the cognitive interview. In J. M. Tanur (ed), *Questions about questions: Inquiries into the cognitive bases of surveys*. New York: Sage (154-169).

Chapter 7 in S, B, & S

Robinson, J. (1986). Temporal reference systems and autobiographical memory. In D. Rubin (Ed.), *Autobiographical memory*. Cambridge: Cambridge University Press, pp. 159-188.

Rubin, D. (1986), *Autobiographical memory*. Cambridge: Cambridge University Press.

Thompson, C. (1982). Memory for unique personal events. *Memory and Cognition*, *10*, 324-332.

Whitten, W. B., II & Leonard, J. M. (1981). Directed search through autobiographical memory. *Memory & Cognition*, *9*, 566-579.

Wagenaar, W. (1986). My memory: A study of autobiographical memory over six years. *Cognitive Psychology*, *18*, 225-252.

September 28: Memory Errors in Surveys

Lee, L., Brittingham, A., Tourangeau, R., Rasinski, K., Willis, G., Ching, P., Jobe, J., & Black, S. (1999). Are reporting errors due to encoding limitations or retrieval failure? Surveys of child vaccination as a case study. *Journal of Applied Cognitive Psychology*, *13*, 43-63.

Schum, M. and Rips, L. (1999). The respondent's confession: Autobiographical memory in the context of surveys. In Sirken, M., Herrmann, D., Schechter, S., Schwarz, N., Tanur, J., and Tourangeau, R. (Eds.), *Cognition and survey research*. New York: John Wiley and Sons, (95-110).

Optional

Bickart, B. A., Blair, J., Menon, G., & Sudman, S. (1990). Cognitive aspects of proxy reporting of behavior. *Advances in Consumer Research*, *17*, 198-206.

Blair, J., Menon, G., & Bickart, B. (1991). Measurement effects in self vs. proxy responses: An information-processing perspective. In P. P. Biemer, R. M. Groves, L. E. Lyberg, N. A. Mathiowetz & S. Sudman (eds), *Measurement errors in surveys* (pp. 145-166). New York: Wiley.

Cannell, C. F. & Fowler, F. J., Jr. (1965). Comparison of hospitalization reporting in three survey procedures. *Vital and Health Statistics* (PHS Publication No. 1000-Series 2-No. 8). Washington, DC: U.S. Government Printing Office.

Cash, W. S. & Moss, A. J. (1972). Optimum recall period for reporting persons injured in motor vehicle accidents. *Vital and Health Statistics*, Series 2, No. 50 (DHEW Publication No. HSM 72-1050). Washington, DC: U.S. Government Printing Office.

Chu, A., Eisenhower, D., Hay, M., Morganstein, D., Neter, J. & Waksberg, J. (1992). Measuring the recall error in self-reported fishing and hunting activities. *Journal of Official Statistics*, *8*, 19-39.

Jobe, J., Tourangeau, R., & Smith, A.F. (1993). Contributions of survey research to the understanding of memory. *Applied Cognitive Psychology*, *7*, 567-584.

Jobe, J. B., White, A. A., Kelley, C. L., Mingay, D. J., Sanchez, M. J. & Loftus, E. F. (1990). Recall strategies and memory for health care visits. *The Milbank Quarterly*, *68*, 171-189.

Loftus, E. F., Smith, K. D., Klinger, M. R. & Fiedler, J. (1992). Memory and mismemory for health events. In J. M. Tanur (ed), *Questions about questions: inquiries into the cognitive bases of surveys* (pp. 102-137). New York: Sage.

Means, B. & Loftus, E. F. (1991). When personal history repeats itself: decomposing memories for recurring events. *Applied Cognitive Psychology*, *5*, 297-318.

Means, B., Swan, G. E., Jobe, J., & Esposito, J. L. (1993). Estimating frequencies for habitual behaviors: reports of cigarette smoking. In N. Schwarz & S. Sudman (eds), *Autobiographical memory and the validity of retrospective reports*. New York: Springer-Verlag.

- Menon, G. (1993). Judgments of behavioral frequencies: memory search and retrieval strategies. In N. Schwarz & S. Sudman (eds), *Autobiographical memory and the validity of retrospective reports*. New York: Springer-Verlag.
- Neter, J., & Waksberg, J. (1964). A study of response errors in expenditures data from household interviews. *Journal of the American Statistical Association*, *59*, 17-55.
- Schwarz, N. & Wellens, T. (1997). Cognitive dynamics of proxy responding: Diverging perspectives of actors and observers. *Journal of Official Statistics*, *13*, 159-179.
- Smith, A. F., Jobe, J. B. & Mingay, D. J. (1991). Question-induced cognitive biases in reports of dietary intake by college men and women. *Health Psychology*, *10*, 244-251.
- Sudman, S. & Bradburn, N. M. (1973). Effects of time and memory factors on response in surveys. *Journal of the American Statistical Association*, *68*, 805-815.
- Tourangeau, R. (2000). Remembering what happened: Memory errors and survey reports. In A. Stone, J. Turkkan, C. Bachrach, J. Jobe, H. Kurtzman, & V. Cain (Eds.), *The Science of Self-Report: Implications for research and practice* (pp. 29-48). Englewood Cliffs, N.J.: Lawrence Erlbaum.

October 6: Placing Events in Time

Chapter 5 in T, R, & R

- Belli, R.F., Shay, W. L., & Stafford, F. P. (2001). Event history calendars and question list surveys: A direct comparison of interviewing methods. *Public Opinion Quarterly*, *65*, 45-74.
- Rips, L., Conrad, F.G., & Fricker, S. S. (2003). Straightening the seam effect in panel surveys. *Public Opinion Quarterly*, *67*, 522-544.
- Rubin, D.C. & Baddeley, A.D. (1989). Telescoping is not time compression: a model of the dating of autobiographical events. *Memory and Cognition*, *17*, 653-661.

Optional

- Baddeley, A. D., Lewis, V. & Nimmo-Smith, I. (1978). When did you last ... ? In M. M. Gruneberg & R. N. Sykes (eds), *Practical aspects of memory* (pp. 77-83). San Diego, CA: Academic Press.
- Brown, N. R., Rips, L. J., & Shevell, S. K. (1985). The subjective dates of natural events in very-long-term memory. *Cognitive Psychology*, *17*, 139-177.
- Friedman, W. (1993). Memory for the time of past events. *Psychological Bulletin*, *113*, 44-66.
- Huttenlocher, J., Hedges, L., & Prohaska, V. (1988). Hierarchical organization in ordered domains: estimating the dates of events. *Psychological Review*, *95*, 471-484.

Loftus, E. F. & Marburger, W. (1983). Since the eruption of Mt. St. Helens, has anyone beaten you up? Improving the accuracy of retrospective reports with landmark events. *Memory and Cognition*, *11*, 114-120.

Chapter 8 in S, B, & S

Sudman, S., Finn, A. & Lannom, L. (1984). The use of bounded recall procedures in single interviews. *Public Opinion Quarterly*, *48*, 520-524.

Thompson, C. P., Skowronski, J. J. & Lee, D. J. (1988). Telescoping in dating naturally occurring events. *Memory and Cognition*, *16*, 461-468.

October 12: Judgment and Estimation Processes

Gentner, D., & Collins, A. (1981). Studies of inference from lack of knowledge. *Memory and Cognition*, *9*, 434-443.

Schwarz, N., Hippler, H. J., Deutsch, B., & Strack, F. (1985). Response categories: Effects on behavioral reports and comparative judgments. *Public Opinion Quarterly*, *49*, 388-395.

Chapter 5 in T, R, & R

Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, *185*, 1124-1131.

Optional

Alba, J.W., Chromiak, W., Hasher, L. & Attig, M. S. (1980). Automatic encoding of category size. *Journal of Experimental Psychology*, *6*, 370-378.

Armstrong, J., Dennison, W., & Gordon, M. (1975). The use of the decomposition principle in making judgments. *Organization Behavior and Human Performance*, *14*, 257-263.

Brown, N., and Siegler, R. (1993). Metrics and mappings: A framework for understanding real-world quantitative estimation. *Psychological Review*, *100*, 311-325.

Glucksberg, S. & McCloskey, M. (1981). Decisions about ignorance: knowing what you don't know. *Journal of Experimental Psychology: Human Learning and Memory*, *7*, 311-325.

Hastie, R. & Park, B. (1986). The relationship between memory and judgement depends on whether the judgement is memory-based or on-line. *Psychological Review*, *93*, 258-268.

Hasher, L., & Zacks, R. (1984). Automatic processing of fundamental information: The case of frequency of occurrence. *American Psychologist*, *39*, 1372-1388.

Hintzman, D. L. (1988). Judgments of frequency and recognition memory in a multiple-trace memory model. *Psychological Review*, *95*, 528-551.

Kahneman, D., Slovic, P., & Tversky, A. (1982). *Judgment under uncertainty: Heuristics and biases*. Cambridge: Cambridge University Press.

Nisbett, R., & Ross, L. (1980). *Human inference: Strategies and shortcomings of social judgment*. Englewood Cliffs, N.J.: Prentice-Hall.

October 19: Estimation Processes in Surveys; Midterm Exam

Blair, E. & Burton, S. (1987). Cognitive processes used by survey respondents to answer behavioral frequency questions. *Journal of Consumer Research*, 14, 280-288.

Conrad, F.G., Brown, N.R., & Cashman, E.R. (1998). Strategies for estimating behavioral frequency in survey interviews. *Memory*, 6, 339-366.

Menon, G. & Yorkston, E. (2000). The use of memory and contextual cues in the formation of behavioral frequency judgments. In Stone, A. A., Turkkan, J.S., Bachrach, C. A., Jobe, J. B., Kurtzman, H. S. & Cain, V. S. (Eds.) *The science of self-report*. Mahwah, NJ: Lawrence Erlbaum Associates, Publishers (63-79).

Optional

Burton, S., & Blair, E. (1991). Task conditions, response formulation processes, and response accuracy for behavioral frequency questions in surveys. *Public Opinion Quarterly*, 55, 50-79.

Huttenlocher, J., Hedges, L., & Bradburn, N. M. (1990). Reports of elapsed time: bounding and rounding processes in estimation. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 16, 196-213.

Menon, G. (1993). The effects of accessibility of information on judgments of behavioral frequencies. *Journal of Consumer Research*, 20, 431-460.

Menon, G., Raghurir, P., & Schwarz, N. (1993). Behavioral frequency judgments: An accessibility-diagnostics framework. *Journal of Consumer Research*, 22, 212-228.

Schaeffer, N.C., & Bradburn, N. (1989). Respondent behavior in magnitude estimation. *Journal of the American Statistical Association*, 84, 402-413.

Chapter 9 in S, B, & S

October 26: Attitude Measurement

Chapter 6 in T, R, & R

Schwarz, N., & Bohner, G. (2001). The construction of attitudes. In A. Tesser and N. Schwarz, *Blackwell Handbook of Social Psychology: (Volume 1: Intraindividual Processes*, pp. 436-57). Oxford: Blackwell.

Optional

Fazio, R., Sanbonmatsu, D., Powell, M., & Kardes, F. (1986). On the automatic activation of attitudes. *Journal of Personality and Social Psychology*, 37, 229-238.

Sanbonmatsu, D., & Fazio, R. (1990). The role of attitudes in memory-based decision-making. *Journal of Personality and Social Psychology*, 59, 614-622.

Schuman, J., & Presser, S. (1981). *Questions and answers in attitude surveys: Experiments in question form, wording, and context*. New York: Academic Press.

Smith, T.W. (1984). Nonattitudes: A review and evaluation. In C. Turner & E. Martin (Eds.), *Surveying Subjective Phenomena*. New York: Russell Sage.

Zaller, J., & Feldman, S. (1992). A simple theory of the survey response: Answering questions versus revealing preferences. *American Journal of Political Science*, 36, 579-616.

November 2: Context Effects in Attitude Measurement

Knäuper, B. (1998). Age differences in question and response order effects. In N. Schwarz, D. Park, B. Knäuper, & S. Sudman (Eds.), *Cognition, aging, and self-reports* (pp. 341-363). Philadelphia: Psychology Press.

Schwarz, N. (2003). Culture-sensitive context effects: A challenge for cross-cultural surveys. In J. Harkness, F. van de Vijver, & P. Ph. Mohler (Eds.), *Cross-cultural survey methods* (pp. 93-100). New York: Wiley.

Tourangeau, R., & Rasinski, K. (1988). Cognitive processes underlying context effects in attitude measurement. *Psychological Bulletin*, 103, 229-314.

Chapter 7 in T, R, & R

Optional

Bishop, G., Oldendick, R., & Tuchfarber, A. (1984). What must my interest in politics be if I just told you "I don't know"? *Public Opinion Quarterly*, 48, 510-519.

Knowles, E. (1988). Item context effects on personality scales: Measuring changes the measure. *Journal of Personality and Social Psychology*, 55, 312-320.

Hippler, H., Schwarz, N., & Sudman, S. (1987). *Social information processing and survey methodology*. New York; Springer-Verlag.

Martin, E., DeMaio, T., & Campanelli, P. (1990). Context effects for census measures of race and Hispanic origin. *Public Opinion Quarterly*, 54, 551-566.

McClendon, M., & O'Brien, D. (1988). Question-order effects on subjective well-being. *Public Opinion Quarterly*, 52, 351-364.

Schwarz, N., & Bless, H. (1992). Constructing reality and its alternatives: Assimilation and contrasts effects in social judgment. In L.L. Martin & A. Tesser (Eds.), *The construction of social judgment* (pp. 217-245). Hillsdale, N.J.: Erlbaum.

Schwarz, N. & Sudman, S. (Eds.), *Context effects in social and psychological research*. New York: Springer-Verlag.

Strack, F., Martin, L., & Schwarz, N. (1988) Priming and communication: The social determinants of information use in judgments of life satisfaction. *European Journal of Social Psychology*, 18, 429-442.

Chapters 4 and 5 in S, B, & S

Tourangeau, R., Rasinski, K., Bradburn, N., & D'Andrade, R. (1989). Belief accessibility and context effects in attitude measurement. *Journal of Experimental Social Psychology*, 25, 401-421.

November 9: Mapping in Surveys

Chapter 8 in T, R, & R

Krosnick, J. A., & Fabrigar, L. R. (1997). Designing rating scales for effective measurement in surveys. In L. Lyberg, P. Biemer, M. Collins, E. deLeeuw, C. Dippo, N. Schwarz, & D. Trewin (Eds.), *Survey measurement and process quality* (pp.141-164). New York: John Wiley.. Trewin (Eds.), *Survey measurement and process quality* (pp.141-164). New York: John Wiley.

Krosnick, J., & Alwin, D. (1987). An evaluation of a cognitive theory of response order effects in survey measurement. *Public Opinion Quarterly*, 52, 526-538.

Schwarz, N. (1996). The conversational relevance of formal features of questionnaires. (Chapter 5 in *Cognition and Communication: Judgmental biases, research methods, and the logic of conversation*. Mahwah, NJ: Lawrence Erlbaum).

Tourangeau, R., Couper, M., & Conrad, F. (2004). Spacing, position, and order: Interpretive heuristics for visual features of survey questions. *Public Opinion Quarterly*, 68, 368-393.

Wanke, M., Schwarz, N., & Noelle-Neumann, E. (1995). Asking comparative questions: The impact of the direction of comparison. *Public Opinion Quarterly*, 59, 347-372.

Optional

Bishop, G., Oldendick, R., & Tuchfarber, A. (1983). Effects of filter questions in public opinion surveys. *Public Opinion Quarterly*, *47*, 528-546.

Bishop, G., Oldendick, R., & Tuchfarber, A. (1986). Opinions on fictitious issues: The pressure to answer survey questions. *Public Opinion Quarterly*, *50*, 240-250.

Krosnick, J., & Alwin, D. (1987). An evaluation of a cognitive theory of response order effects in survey measurement. *Public Opinion Quarterly*, *52*, 526-538.

Parducci, A. (1965). Category judgment: A range-frequency model. *Psychological Review*, *72*, 407-418.

Chapter 6 in S, B, & S.

Schuman, J., & Presser, S. (1981). *Questions and answers in attitude surveys: Experiments in question form, wording, and context*. New York: Academic Press. (Chapters 4 and 5).

Schwarz, N., & Hippler, H. (1987). What response scales may tell your respondents: Informative functions of response alternatives. In H. Hippler, N. Schwarz, & S. Sudman (Eds.), *Social Information Processing and Survey Methodology*. New York: Springer-Verlag.

November 16: Sensitive Questions

Johnson T., & van de Vijver, F.J. (2002). Social desirability in cross-cultural research. In J. Harness, F. J. van de Vijver, & Mohler, P. (Eds.) *Cross-Cultural Survey Methods* (pp. 193-202). New York: John Wiley.

Chapter 9 in T, R, & R

Schaeffer, N.C. (2000). Asking questions about sensitive topics: A selective overview. In A. Stone, J. Turkkan, C. Bachrach, J. Jobe, H. Kurtzman, & V. Cain (Eds.), *The Science of Self-Report: Implications for research and practice* (pp. 105-121). Mahwah, N.J.: Lawrence Erlbaum.

Tourangeau, R., & Yan, T. (2007). Sensitive questions in surveys. *Psychological Bulletin*, *133*, 859-883.

Optional

- Catania, J. A., Binson, D., Canchola, J., Pollack, L. M., Hauck, W., & Coates, T. J. (1996). Effects of interviewer gender, interviewer choice, and item wording on responses to questions concerning sexual behavior. *Public Opinion Quarterly*, *60*, 345-375.
- Catania, J. A., Gibson, D., Coates, D. D., & Coates, T. J. (1990). Methodological problems in AIDS behavioral research: Influences of measurement error and participation bias in studies of sexual behavior. *Psychological Bulletin*, *108*, 339-362.
- DeMaio, T. J., (1984). Social desirability and survey measurement: A review. In C.F. Turner & E. Martin (Eds.), *Surveying subjective phenomena* (Vol. 2, pp. 257-281). New York: Russell Sage.
- DePaulo, B. M., Kashy, D. A., Kirkenol, S. E., Wyer, M. W., & Epstein, J. A. (1996). Lying in everyday life. *Journal of Personality and Social Psychology*, *70*, 979-995.
- Harrison, L. D. (1995). The validity of self-reported data on drug use. *The Journal of Drug Issues*, *25*, 91-111.
- Jones, E. F., & Forrest, J. D. (1992). Underreporting of abortion in surveys of U.S. women: 1976 to 1988. *Demography*, *29*, 113-126.
- Singer, E., Mathiowetz, N. & Couper, M. (1993). The impact of privacy and confidentiality concerns on survey participation: The case of the 1990 U.S. census. *Public Opinion Quarterly*, *57*, 465-482.
- Smith, T. W. (1992). Discrepancies between men and women in reporting number of sexual partners: A summary from four countries. *Social Biology*, *39*, 203-211.

November 23: The Mode of Data Collection

- Conrad, F. G., Schober, M. F., & Coiner, T. (2007). Bringing features of human dialog to web surveys. *Applied Cognitive Psychology*, *21*, 165-188.
- Couper, M., Traugott, M., & Lamias, M. (2001). Web survey design and administration. *Public Opinion Quarterly*, *65*, 230-253.
- de Leeuw, E. D. (2005). To mix or not to mix data collection modes in surveys. *Journal of Official Statistics*, *21* (2), pp. 233-255
- Tourangeau, R. & Smith, T.W. (1998) Collecting sensitive information with different modes of data collection. In Couper, M. P., Baker, R. P., Bethlehem, J., Clark, C. Z. F., Martin, J., Nicholls, W. L., O'Reilly, J. (Eds.) *Computer Assisted Survey Information Collection*. New York: New York: John Wiley & Sons, 431-453.

Chapter 10 in T, R, & R

Optional

- Aquilino, W., & LoSciuto, L. (1990). Effect of interview mode on self-reported drug use. *Public Opinion Quarterly*, 54, 362-395.
- Couper, M.P., & Nicholls II, W. (1998). The history and development of computer assisted survey information collection methods. In M. P. Couper, R. P. Baker, J. Bethlehem, C. Z. Clark, J. Martin, W. L. Nicholls, & J. O'Reilly (Eds.), *Computer assisted survey information collection* (pp.1-22). New York: John Wiley.
- deLeeuw, E.D., & van der Zouwen, J. (1988). Data quality in telephone and face to face surveys: A comparative meta-analysis. In R.M. Groves et al. (Eds.), *Telephone Survey Methodology*. New York: John Wiley and Sons.
- Groves, R.M., & Kahn, R. L. (1979). *Surveys by Telephone*. New York: Academic Press.
- Hochstim, J. (1967). A critical comparison of three strategies of collecting data from households. *Journal of the American Statistical Association*, 62, 976-989.
- Jenkins, C., & Dillman, D. (1997). Towards a theory of self-administered questionnaire design. In L. Lyberg, P. Biemer, M. Collins, E. DeLeeuw, C. Dippo, N. Schwarz, & D. Trewin (Eds.), *Survey measurement and process quality* (pp. 165-196). New York: John Wiley.
- Norman, D.A. (1990). *The design of everyday things*. New York: Doubleday.
- O'Reilly, J., Hubbard, M., Lessler, J., & Biemer, P. (1992). Audio computer-assisted self-interviewing. New technology for data collection on sensitive issues and special populations." Paper presented at the 1992 meeting of the American Statistical Association, Boston.
- Schober, S., M. Caces, M. Pergamit, & Branden, L. (1992). Effects of mode of administration on reporting of drug use in the National Longitudinal Survey. In C. Turner, J. Lessler, & J. Gfroerer (Eds.), *Survey Measurement of Drug Use: Methodological Studies*, (pp. 267-276). Rockville, Md.: National Institute on Drug Abuse.
- Tourangeau, R., Rasinski, K., Jobe, J., Smith, T. W., & Pratt, W. (1997). Sources of error in a survey of sexual behavior. *Journal of Official Statistics*, 13, 341-365.
- Tourangeau, R., & Smith, T. W. (1996). Asking sensitive questions: The impact of data collection mode, question format, and question context. *Public Opinion Quarterly*, 60, 275-304.
- Turner, C. F., Ku, L., Rogers, S. M., Lindberg, L. D., Pleck, J. H., & Sonenstein, F. L. (1998). Adolescent sexual behavior, drug use, and violence: Increased reporting with computer survey technology. *Science*, 280, 867-873.
- Turner, C., J. Lessler, & J. Devore, 1992. Effects of mode of administration and wording on reporting of drug use. In C. Turner, J. Lessler, & J. Gfroerer (Eds.), *Survey Measurement of Drug Use: Methodological Studies* (pp. 177-220). Rockville, Md.: National Institute on Drug Abuse.

November 30: Interviewer Effects

Maynard, D. W., & Schaeffer, N. C. (2002). Standardization and its discontents. In D. W. Maynard, H. Houtkoop-Steenstra, N. C. Schaeffer, & J. van der Zouwen (Eds.), *Standardization and tacit knowledge: Interaction and practice in the survey interview* (pp. 3-44). New York: Wiley.

Suchman, L., & Jordan, B. (1990). Interactional troubles in face-to-face survey interviews. *Journal of the American Statistical Association*, 85, 232-241, 252-253.

Schober, M., & Conrad, F.G. (2002). A collaborative view of standardized survey interviews. In D. W. Maynard, H. Houtkoop-Steenstra, N. C. Schaeffer, & J. van der Zouwen (Eds.), *Standardization and tacit knowledge: Interaction and practice in the survey interview* (pp. 67-94). New York: Wiley.

Optional

Brenner, M. (1982). Response effects of role-restricted characteristics of the interviewer. In W. Dijkstra & H. Van der Zouwen (Eds.), *Response behavior in the survey interview*. London: Academic Press.

Fowler, F., & Mangione, T. (1985). *The value of interviewer training and supervision*. Final Report to the National Center for Health Services Research.

Fowler, F., & Mangione, T. (1989). *Standardized survey interviewing: Minimizing interviewer-related error*. Newbury Park, California: Sage.

Hyman, H., Cobb, W., Feldman, J., Hart, C., & Stember, C. (1954). *Interviewing in social research*. Chicago: University of Chicago Press.

Katz, D. (1942). Do interviewers bias poll results? *Public Opinion Quarterly*, 6, 248-268.

Mahalanobis, P. (1946). Recent experiments in statistical sampling in the India Statistical Institute. *Journal of the Royal Statistical Society*, 109, 325-370.

Presser, S., & Zhao, S. (1992). Attributes of questions and interviewers as determinants of interviewing performance. *Public Opinion Quarterly*, 56, 236-240.

Schaeffer, N. (1991). Conversation with a purpose--or conversation? Interaction in the standardized interview. In P. P. Biemer, R. M. Groves, L. E. Lyberg, N. A. Mathiowetz & S. Sudman (eds), *Measurement errors in surveys*. New York: Wiley, pp. 367-391.

van der Zouwen, J., Dijkstra, W., & Smit, J. (1991). Studying respondent interviewer interaction: The relationship between interviewing style, interviewer behavior, and response behavior. P. P. Biemer, R. M. Groves, L. E. Lyberg, N. A. Mathiowetz & S. Sudman (eds), *Measurement errors in surveys*. New York: Wiley, pp. 419-437.

December 7: Cognitive Interviewing; Applying Social Science to Survey Methods

Bassili, J.N. (1996). The how and the why of response latency measurement in telephone surveys. In N. Schwarz & S. Sudman (Eds.), *Answering questions: Methodology for determining cognitive and communicative processes in survey research* (pp. 319-346). San Francisco: Jossey-Bass.

Beatty, P. (2004). The dynamic of cognitive interviewing. In S. Presser, J. Rothgeb, M. P. Couper, J. T. Lessler, E. Martin, J. Martin, and E. Singer (Eds.), *Methods for Testing and Evaluation Survey Questionnaires* (pp. 45-66). Hoboken, NJ: Wiley.

Conrad, F. G., & Blair, J. (2009). Sources of error in cognitive interviews. *Public Opinion Quarterly*, 73, 32-55.

Chapter 11 in T, R, & R

Optional

Crutcher, R. J. (1994). Telling what we know: The use of verbal report methodologies in psychological research. *Psychological Science*, 5, 241-244.

Ericsson, K.A., & Simon, H.A. (1980). Verbal reports as data. *Psychological Review*, 87, 215-257.

Nisbett, R. E., & Wilson, T. D. (1977). Telling more than we can know: Verbal reports on mental processes. *Psychological Review*, 84, 231-259.

Chapters 2 and 11 in S, B, & S

Payne, J. W. (1994). Thinking aloud: Insights into information processing. *Psychological Science*, 5, 245-248.

Willis, G., DeMaio, T., & Harris-Kojetin, B. (1999). Is the bandwagon headed for the methodological promised land? Evaluating the validity of cognitive interviewing techniques. In M. Sirken, D. J. Herrmann, S. Schechter, N. Schwarz, J. Tanur, & R. Tourangeau (Eds.), *Cognition and survey research* (pp. 133-153). New York: Wiley.

Wilson, T. D.. (1994). The proper protocol: Validity and completeness of verbal report. *Psychological Science*, 5, 245-248.

Wilson, T.D., LaFleur, S.J., & Anderson, D.A. (1995). The validity and consequences of verbal reports about attitudes. In N. Schwarz & S. Sudman (Eds.), *Answering questions: Methodology for determining cognitive and communicative processes in survey research* (pp. 91-114). San Francisco: Jossey-Bass.

December 14: Final Exam