

2/17/12

## Envisioning the Survey Interview of the Future

SURVMETH 895  
SURV 699

Winter/Spring 2012  
Thursday 10 – 12:30

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### Course Description

This seminar will explore how emerging communication technologies might shape the survey interview of the future. First we will consider four phenomena studied in the social sciences that provide a framework for assessing the potential impact of new technologies on survey data: conversational grounding, satisficing, social presence, and deception. Then, with these ideas in mind, we will explore four technologies that seem promising for survey data collection: speech dialogue systems, video mediated communication, animated agents (a.k.a. virtual humans or embodied conversational agents) and mobile, multimodal data collection. Finally we will discuss the emergence of a fundamentally alternative approach to self-report data produced in interviews: analysis of social media content for evidence of public opinion and behavior.

The course presupposes familiarity with the growing literature on cognitive aspects of survey methodology and on modes of survey data collection; SURV/SURVMETH 632 and SURV/SURVMETH 623 are prerequisites unless permission is obtained from the instructor.

### Readings

One textbook will be required for class:

Conrad, F.G. & Schober, M.F. (2008). *Envisioning the Survey Interview of the Future*. New York: Wiley.

The other required readings can be downloaded from the University of Michigan Ctools web site for the course.

## Course Requirements and Grading

Grades for the course will be based on:

- Present/summarize one of the weekly readings in about four classes (30% of grade).
- Four short papers, in which the student will design a study to fill some gap or resolve some problem with each topic. The four papers will also serve as the basis for in-class presentations (60% of grade, 15% each).
- Participation in class discussion demonstrating understanding of the required readings (10% of grade)

## Schedule and Reading Assignments

### Week 1 (January 5) Introduction to course and organizational meeting

#### Week 2: (January 12): Conversational Grounding

Clark, H. H., and Brennan, S. A. (1991). Grounding in communication. In L.B. Resnick, J.M. Levine, & S.D. Teasley (Eds.). *Perspectives on socially shared cognition*. Washington: APA Books.

Brennan, S. E. (1998). The grounding problem in conversation with and through computers. In S. R. Fussell & R. J. Kreuz (Eds.), *Social and cognitive psychological approaches to interpersonal communication* (pp. 201-225). Hillsdale, NJ: Lawrence Erlbaum.

Conrad, F.G., Schober, M. F., & Coiner, T. (2007) Bringing features of human dialogue to web surveys. *Applied Cognitive Psychology*, 21, 165-188.

#### Week 3 (January 19): Satisficing

Conrad, F.G., Couper, M.P., Tourangeau, R. & Peytchev, A. (2006). Use and non-use of clarification features in web surveys. *Journal of Official Statistics*, 22,245-269.

Gray, W. D., & Fu, W.-t. (2004). Soft constraints in interactive behavior: The case of ignoring perfect knowledge in-the-world for imperfect knowledge in-the-head. *Cognitive Science*, 28(3), 359-382.

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

Simon, H. A. (1956) Rational choice and the structure of the environment. *Psychological Review*, 63, 129 – 138.

#### Week 4 (January 26): Social Presence and Deception

Hancock, J. T. (2008). Disclosure and deception in tomorrow's survey interview: The role of information technology. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (179-194). Hoboken, NJ: Wiley.

- Joinson, A. N. (2001). Self-disclosure in computer-mediated communication: The role of self-awareness and visual anonymity. *European Journal of Social Psychology, 31*, 177-192.
- Nass, C., Moon, Y., & Carney, P. (1999). Are people polite to computers? Responses to computer-based interviewing systems. *Journal of Applied Social Psychology, 29*, 5, 1093-1110.
- Sproull, L., Subramani, M., Kiesler, S., Walker, J.H. & Waters, K. (1996) When the interface is a face. *Human-Computer Interaction, 11*, 2, 97-124.

**Feb 2: No Class**

**Week 5 (February 9): Video Mediated Communication**

- Anderson, A.H. (2008). Video mediated interactions and surveys. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 95-118). Hoboken, NJ: Wiley.
- Fuchs, M. & Funke, F. (2007) Video web survey: Results of an experimental comparison with a text-based web survey. In Trotman, M. (Ed.) *Proceedings of the Association for Survey Computing's Fifth International Conference on the Impact of Technology on the Survey Process*, Southampton, England, September.
- Krysan, M. & Couper, M.P. (2003). Race in the live and virtual interview: Racial deference, social desirability, and activation effects in attitude surveys. *Social Psychology Quarterly, 66*, 4, 364-383.

**Week 6 (February 16): Student presentations**

**Week 7 (February 23): Speech Dialog Systems**

- Bloom, J. (2008). The speech IVR as a survey interviewing methodology. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 119-136). Hoboken, NJ: Wiley.
- Ehlen, P., Schober, M.F. & Conrad, F.G. (2007). Modeling speech disfluency to predict conceptual misalignment in speech survey systems. *Discourse Processes, 44*, 3, 245-266.
- Johnston, M. (2008). Automating the survey interview with dynamic multimodal interfaces. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 137-160). Hoboken, NJ: Wiley.

**March 1: No Class, UMich SpringBreak**

**Week 8 (March 8): Student Presentations**

### **Week 9 (March 15): Animated/Embodied Agents**

Cassell, J. & Miller, P. (2008). Is it self-administration if the computer gives you encouraging looks? In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 161-178). Hoboken, NJ: Wiley.

Gong, L. (2008). How social is social responses to computers? The function of the degree of anthropomorphism in computer representations. *Computers in Human Behavior*, 24, 1494-1509.

Lind, L. H., Schober, M.F., Conrad, F.G. & Reichert, H. (under review). Why do survey respondents disclose more when computers ask the questions?

Louwerse, M. Graesser, A. C., Lu, S. & Mitchell, H. H. (2005). Social cues in animated conversational agents. *Applied Cognitive Psychology*, 19, 693-704.

Pratt, J.A., Hauser, K., Ugray, Z., Patterson, O. (2007) Looking at human-computer interface design: Effects of ethnicity in computer agents. *Interacting with Computers*, 19, 512-523.

### **March 22: No Class, UMD Spring Break**

### **Week 10 (March 29): Student Presentations**

### **Week 11 (April 5): Mobile Multimedia**

Fuchs, M. (2008). Mobile web surveys: a preliminary discussion of methodological implications. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 77-94). Hoboken, NJ: Wiley.

Peytchev, A. & Hill, C.A. (2010). Experiments in mobile web survey design: Similarities to other modes and unique considerations. *Social Science Computer Review*, 28, 319-335.

### **Week 12 (April 12): Social Media**

Dean, E. Cook, S. Keating, M., Murphy, J. (2009). Does this avatar make me look fat? *Journal of Virtual Worlds Research*, 2.

Golder, S. A. & Macy, M.W. (2011). Diurnal and seasonal mood vary with work, sleep and daylength across diverse cultures. *Science* 333, 1878-1881.

O'Connor, B., Balasubramanyan, R., Routledge, B.R., Smith, N.A. (2010). From Tweets to Polls: Linking Text Sentiment to Public Opinion Time Series. In

Proceedings of the International AAAI Conference on Weblogs and Social Media, pages 122–129, Washington, DC, May 2010.

Tumasjan, A., Sprenger, T. O., Sandner, P. G., Welp, I. M. (2011). Election Forecasts with Twitter: How 140 Characters Reflect the Political Landscape. Available at SSRN: <http://ssrn.com/abstract=1833192>

**Week 13 (April 19): Student Presentations**