



JPSM Distinguished Lecture Series

**Friday, March 12 at 2:00 PM
2205 Lefrak Hall, University of Maryland, College Park**



Why People Respond to Surveys: A Cost-Benefit Theory of Survey Participation

by

Eleanor Singer

Since earning her Ph.D. Eleanor Singer has been an academic survey researcher, most recently at the Survey Research Center at the Institute for Social Research at the University of Michigan, where she is Research Professor Emerita. Beginning in 1975, the focus of her work has been the empirical investigation of ethical issues in the treatment of human subjects. Starting with a study of the consequences of informed consent procedures for response rates and response quality in surveys, to which she has returned at various points in her career, she has studied the impact of concerns about privacy and confidentiality on participation in a variety of settings and in face-to-face, telephone, mail, and Web surveys. She has also examined the effect of incentives on response rates, expectations about future rewards, and behavior in future surveys, as well as the potentially "coercive" effects of using monetary rewards to induce survey participation. In addition to her own research, she has served on or chaired various National Academy panels on privacy and confidentiality, data access, and protection of human subjects of research.

Discussants for Professor Singer's talk

[Brian Harris-Kojetin](#), OMB and [Katharine Abraham](#) JPSM

Please join us for a reception afterwards