

**Survey Experiment Practicum
Communication and Media 840
Josh Pasek, Ph.D.
Fall 2019**

Class

The course meets 10:00AM-11:30AM on Tuesdays and Thursdays in 3265 USB.

Office Hours

Professor Pasek: 3-4PM on Thursdays in 5413 North Quad or by appt. jpasek@umich.edu

Description

This course is designed to present a hands-on approach to the design of survey experiments for social research. We will begin the class by reading about key concepts necessary for understanding the principal variables we hope to measure when conducting survey experimental studies as well as a brief exploration into what we know about the psychology of survey response. We will move from this quickly to a series of collective sessions where we negotiate study design, test our manipulations and measures, and ensure that ethical standards are being met. Finally, we will shift to more formal data collection and analysis with the goal of having every student finish a full-length manuscript by the conclusion of the term.

Grading

Participation	30%
Draft Sections	20%
Final Presentations	20%
Final Manuscript	30%

A Note on Productive and Effective Collaboration

This class is designed to prepare you for a career in interdisciplinary and collaborative research focusing on production and publication. To be a successful researcher, you need to be able to work with others to design your research, to help others think through their research problems, to be open to criticism and feedback from others, and to provide that same kind of feedback. Researchers who can successfully foster productive collaborations and manage their relationships with collaborators will produce publishable work, generative research programs, and successful scholarly careers.

To this end, it is my expectation that most of the work that emerges from this class will be collaborative. That means that, in authorship terms, there will likely be multiple people who contribute in a manner sufficient to merit authorship on each paper. You will need to negotiate what this looks like. Depending on the work that is involved and the feedback you receive, you may find that the product of this class has authors that are some combination of yourself, your classmates, other student collaborators, your advisor, and/or myself.

Conversations around authorship are often tricky. Many researchers like to position these discussions upfront, ensuring that everyone knows the role they are going to be taking on a manuscript. On the other hand, it often emerges that the distribution of work does not perfectly match the ordering of authors and that some people who were not initially considered played a sufficient role in the creation of a manuscript to merit a byline. Keeping this in mind throughout the process can help to foster useful discussions and ensure that no one feels slighted by being denied appropriate recognition for their contributions to a project.

Course Outline

Class 1 – September 3rd

Introduction and Attitudes

Discuss key concepts underlying survey and experimental work.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [http://doi.org/10.1016/0749-5978\(91\)90020-T](http://doi.org/10.1016/0749-5978(91)90020-T)

Converse, P. E. (2008). The nature of belief systems in mass publics (1964). *Critical Review*, 18(1-3), 1–74. <http://doi.org/10.1080/08913810608443650>.

Read Pages 1-18, 29-34.

Class 2 – September 5th

Theories of Attitude Change and Answers to Questions

Discuss key concepts underlying survey and experimental work.

Kam, C. D. (2013). The Psychological Veracity of Zaller's Model. *Critical Review*, 24(4), 545–567. <http://doi.org/10.1080/08913811.2012.788281>.

Petty, R. E., & Wegener, D. T. (1998). Attitude Change. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *Handbook of Social Psychology* (pp. 323–390). New York: John Wiley & Sons, Inc.

Class 3 – September 10th

Surveys and Experiments as Lenses

Discuss key concepts underlying survey and experimental work.

Hovland, C. I. (1959). Reconciling conflicting results derived from experimental and survey studies of attitude change. *American Psychologist*, 14(1), 8–17.

<http://doi.org/10.1037/h0042210>.

Gaines, B. J., Kuklinski, J. H., & Quirk, P. J. (2007). The Logic of the Survey Experiment Reexamined. *Political Analysis*, 15(1), 1–20.

Class 4 – September 12th

Presentations on Study Ideas 1

Present basic research questions you want to address in your studies and discuss them.

**** 2-4 PAGE PROPOSALS DUE TODAY ****

**** BE PREPARED TO GIVE A 10 MINUTE TALK ON WHAT YOU ARE PLANNING TO STUDY ****

Class 5 – September 17th

Presentations on Study Ideas 2

Present basic research questions you want to address in your studies and discuss them. We will also use part of today to decide on research partners for projects.

**** BE PREPARED TO GIVE A 10 MINUTE TALK ON WHAT YOU ARE PLANNING TO STUDY ****

Pasek, J., & Krosnick, J. A. (2010). Optimizing Survey Questionnaire Design in Political Science. In *The Oxford Handbook of American Elections and Political Behavior*. Oxford University Press.
<http://doi.org/10.1093/oxfordhb/9780199235476.003.0003>

Class 6 – September 19th

Writing and Editing Questions

Draft stimuli and survey questions you want to include in your part of the study. We will be editing one-another's survey questions in class today.

**** BRING A DRAFT OF ALL OF YOUR QUESTIONS AND ANY PROPOSED STIMULI TODAY ****
(these don't need to be final, but the closer they are the better)

Krosnick, J. A. (2004). Suggestions on Think-Aloud Cognitive Interviewing to Pretest Questionnaires.

Class 7 – September 24th

Ethics Roundtable

Adam Mrdjenovich from the IRB will visit our class today and we will discuss ethical questions stemming from any of the proposed studies.

**** Complete necessary PEERRS Certification trainings (<http://my.research.umich.edu/peerrs/>)****

Class 8 – September 26th

Internal Negotiation of Study Design

We will work together today to figure out how to optimally design our study.

**** Put a copy of each question you want to ask into either the wave 1 or wave 2 google docs for the class. Please try to make sure that sets of questions you think need to be kept together are inserted as a block ****

Schuman, H. & Presser, S. (1981). *Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context*. Academic Press: New York.
Read Chapter 2: Question Order and Response Order.

Class 9 – October 1st

Negotiating with survey vendors

Frank Markowitz (Senior Account Director at Dynata) will Skype into our class to discuss design possibilities and costs.

**** Conduct at least two cognitive pretests of one of the two waves to make sure that it makes sense to respondents. ****

Class 10 – October 3rd

Filling out the IRB

Today we will do the work of submitting our study for IRB approval.

Class 11 – October 8th

Finalizing design and coding in Qualtrics

Discuss any issues that appeared in cognitive pretests and code updated questions into Qualtrics.

**** Conduct at least two cognitive pretests of one of the two waves to make sure that it makes sense to respondents. ****

Class 12 – October 10th

Getting ready to send off a pretest

By the end of class today, we will aim to run a small pretest of each wave on Amazon's Mechanical Turk service (~100 respondents each).

**** Check the administration of the survey by following various randomization paths and making sure that all options show up. ****

NO CLASS – October 15th

Class 13 – October 17th

Check and Clean Pretest data

Today we will download and begin assessments of the pretest data. We will write scripts to clean the various variables, generate any relevant indexes, and basically test that everything is working.

**** DRAFT OF INTRODUCTION SECTION DUE ****

Class 14 – October 22nd

Preregistration and Mock Analyses

Some of the studies proposed in our class are ideal candidates for pre-registration. Others may be more exploratory in nature. Today, we are going to discuss whether and how to pre-register designs that merit this treatment. We are also going to build code for mock analyses with a partner to ensure that the analyses we conduct will make sense with the data we are collecting.

Van 't Veer, A. E., & Giner-Sorolla, R. (2016). Pre-registration in social psychology—A discussion and suggested template. *Journal of Experimental Social Psychology*, *67*, 2–12.
<http://doi.org/10.1016/j.jesp.2016.03.004>

Class 15 – October 24th

Wave 1 Study Finalization

As of today, the study will need to be finalized. We should go back over the test data with everything we have done so far to ensure that the data are cleaned and ready to go. Ideally, we will try to have everything in shape so we can launch the study over the weekend.

**** PRE-REGISTRATIONS SHOULD BE SUBMITTED ASAP (IF APPLICABLE) ****

Class 16 – October 29th

Data Checking / Release Additional Sample

A critical piece of any survey launch is a quick check on the quality of the data obtained to ensure that there are no administrative errors. We will conduct this sort of check on the data in class, make any requisite changes, and let the vendor know to release additional sample once this is done.

Class 17 – October 31st

Write Codebook Materials and Document Study

While our study is in the field, we will work on putting together a clean codebook and administrative information on the study design. We will also test and update scripts from the pilot data to ensure that they work with the new data.

**** NOTE: SUBMISSIONS TO ICA ARE DUE BY NOV 1** (most sections require full papers, but the following relevant divisions allow extended abstracts: (Communication & Technology Division, Ethnicity and Race in Communication Division, Health Communication Division, Health Communication Division, Journalism Studies Division, Mass Communication Division, Mobile Communication & Interest Group, Political Communication Division (preregistered studies only) see: <https://www.icahdq.org/page/2020CFP>)**

Class 18 – November 5th

Dealing with Missing Data

We will discuss strategies for dealing with missing data in your studies this week.

Schafer, J. L., & Graham, J. W. (2002). Missing data: Our view of the state of the art. *Psychological Methods*, 7(2), 147–177. <http://doi.org/10.1037/1082-989X.7.2.147>

Class 19 – November 7th

Wave 2 Study Finalization

As of today, wave 2 of the study will need to be finalized. We should go back over the test data with everything we have done so far to ensure that the data are cleaned and ready to go. Ideally, we will try to have everything in shape so we can launch wave 2 over the weekend.

**** DRAFT OF METHODS SECTION DUE ****

**** NOTE: Abstracts for AAPOR are due by November 8th****

Class 20 – November 12th

Wave 2 Data Checking / Release Additional Sample

This week we check data quality on wave 2 and release the rest of the sample.

Class 21 – November 14th

Update Codebook Materials and Documentation

While our study is in the field, we will work on putting together a clean codebook and administrative information on the study design. We will also test and update scripts from the pilot data to ensure that they work with the new data.

Class 22 – November 19th

Write scripts for wave 2 data cleaning

Work with scripts for cleaning and coding wave 2 data, including dealing with any additional missing data issues.

Class 23 – November 21st

Write scripts for data analyses

Work with scripts for analyses of key hypotheses.

Class 24 – November 26th

Tables and Figures

Generate final tables and figures for all analyses.

**** NOTE: Abstracts for ISPP are due by December 1st****

November 28th – NO CLASS - THANKSGIVING

Class 24 – December 3rd

Group Work on Communicating Analyses

Show results to partners and work on how to improve the presentation and testing of hypotheses.

**** DRAFT OF RESULTS AND DISCUSSION SECTIONS DUE ****

Class 25 – December 5th

Presentations 1

Conference-length presentations of papers in class.

**** 15 MINUTE PRESENTATIONS OF RESULTS ****

Class 26 – December 10th

Presentations 2

Conference-length presentations of papers in class.

**** 15 MINUTE PRESENTATIONS OF RESULTS ****

**** FULL DRAFT MANUSCRIPTS DUE ****

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