SESRI Workshop on Survey Experiments

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Topic Outline

**DAY 1**

**Session 1: Introductions and Course Overview**

1. Total Survey Error (TSE) Model
2. Survey Experiments Defined
   1. What they are
   2. What they are not
3. Elements of experimental design
4. Survey based experiments in:
   1. Frame selection
   2. Sample design
   3. Nonresponse Reduction
   4. Measurement
   5. Adjustment Error
5. Experimental vs Observational Data

**Session 2: How and Why We Design Experiments**

1. Why We Use Survey Experiments
   1. Combine benefits of population-based surveys with experiments
      1. External validity/generalizability
      2. Internal validity/causal inference
   2. But recent research suggests shortcomings/limitations
2. Conditions for establishing causality
3. Elements
   1. Population-based surveys
   2. Randomization
   3. Treatment and control groups
   4. Treatment/independent variable
   5. Effect/outcome/dependent variable
4. Approaches
   1. Methods experiments
   2. Substantive experiments

**DAY 2**

**Session 3: Experiments in Survey Design and Implementation**

1. Concepts and constructs
   1. Convergent validity
   2. Discriminant validity
   3. Criterion-related validity
2. Frame Selection
   1. Frame problems
   2. Coverage and response rates
3. Sampling error

**Session 4: Methods Experiments (cont.)**

1. Nonresponse error
   1. Unit nonresponse
   2. Item nonresponse
2. Processing error
3. Inferential error
4. Measurement
5. Questionnaire design
   1. Wording
   2. Order
   3. Response categories
6. Mode effects
   1. Mail/Written
   2. Telephone
   3. Face-to-Face
   4. Internet
   5. Mixed Mode

**DAY 3**

**Session 5: Methods Experiments (cont.)**

1. Interviewer effects
2. Incentive experiments
3. Adjustment error
4. Nonresponse error
5. Adaptive/responsive designs

**Session 6: Substantive Experiments**

1. Compare/contrast with methods experiments
2. Framing experiments
3. Priming experiments

**DAY 4**

**Session 7: Substantive Experiments (cont.)**

1. Vignette experiments
2. Factorial experiments/conjoint analysis
3. List experiments

**Session 8: Implementing Survey Experiments**

1. Tradeoffs
2. Surveys/Samples/Subjects
   1. MTurk
   2. Qualtrics
   3. TESS
3. Practical considerations

**DAY 5**

**Session 9: Designing Survey Experiments**

1. Research question
2. Hypothesis
3. Treatment
4. Dependent variable(s)
5. Data/sample
6. Analysis/inference
7. Limitations
8. Discussion

**Session 10: Graduation**