

SESRI Workshop on Survey Experiments
April 16-20, 2017
Professors Elisabeth Gerber and Michael Traugott
University of Michigan

This workshop will introduce participants to the design of experiments in surveys. Well-designed experiments give a researcher improved causal leverage over the simple observation of differences within a traditional survey. Organized around the Total Survey Error (TSE) approach to the design of surveys, it will emphasize different kinds of experiments that can be introduced at different stages of the survey process. This will include experiments directed to sample design, mode of interviewing, interviewing, and questionnaire design (wording, order, and response categories). In addition to examples of different designs, the workshop will also focus on examples of analytical approaches to evaluating experimental data.

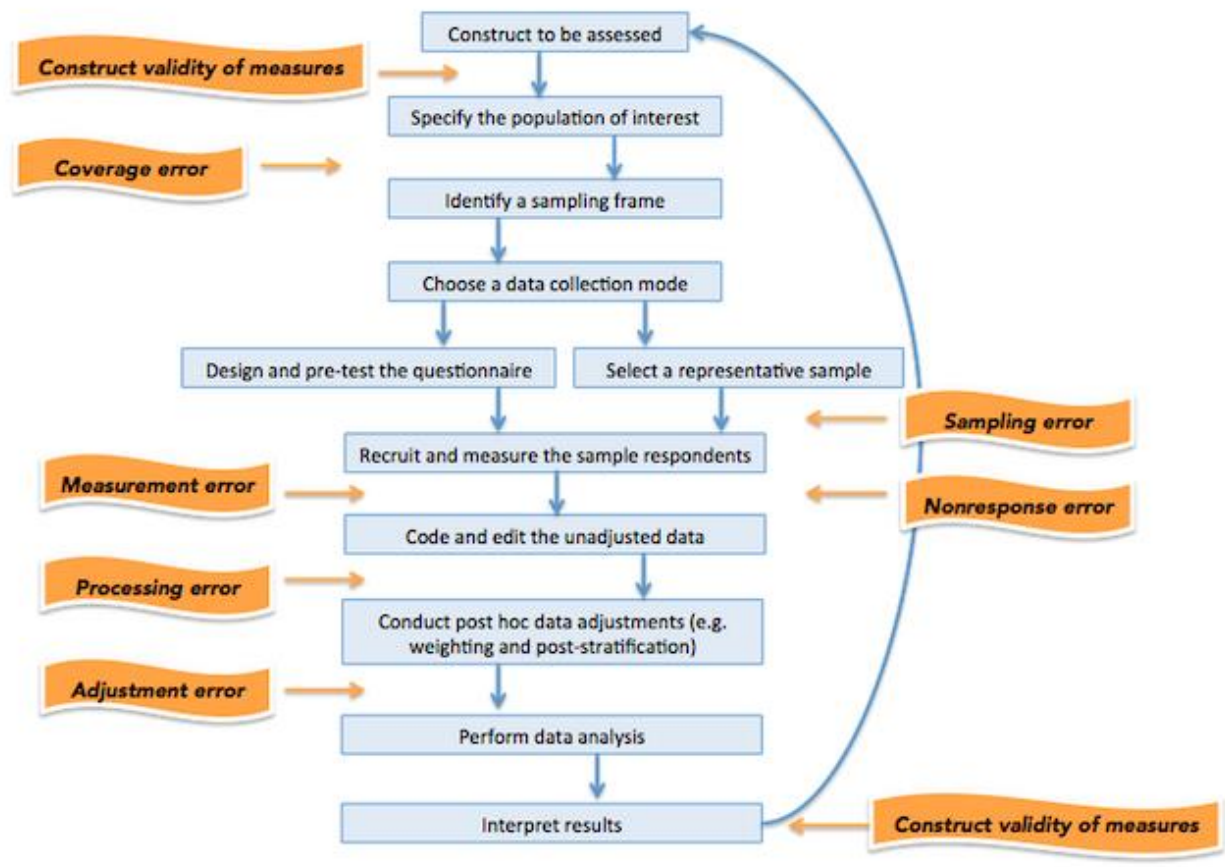
DAY 1: 16 April 2017 (9am -12pm)

Session 1: Introductions and Course Overview

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

Session 2: How and Why We Design Experiments

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



DAY 2: 17 April 2017 (9am -12pm)

Session 3: Survey Process/Total Survey Error

1. Concepts and constructs
2. Population
3. Sampling frame
4. Mode choice
5. Questionnaire design
6. Sampling/recruitment
7. Measurement
8. Data management
9. Weighting
10. Analysis
11. Interpretation
12. Improvement

Session 4: Implementing Survey Experiments

13. Surveys/samples/subjects
 - a. TESS
 - b. Mechanical Turk
14. Technology
15. Practical considerations

DAY 3: 18 April 2017 (9am -12pm)

Session 5: Methods Experiments (cont.)

16. Questionnaire design
 - a. Wording
 - b. Response categories
 - c. Order
17. Respondent selection/sampling
18. Mode effects
19. Interviewer effects
20. Incentive experiments

Session 6: Methods Experiments (cont.)

21. Adaptive/responsive survey designs
22. Nonresponse adjustments
23. Other examples

DAY 4: 19 April 2017 (9am -12pm)

Session 7: Substantive Experiments

24. Compare/contrast with methods experiments
25. Information/media effects
26. Framing effects
27. Activating racial animosity
28. Other examples?

Session 8: Substantive Experiments (cont.)

29. Vignette experiments
30. Factorial designs
31. Conjoint analysis

DAY 5: 20 April 2017 (9am -12pm)

Session 9: Analysis of Experimental Data

Session 10: Graduation