

Soc 751: Survey Methods for Social Research

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Office hours Wed 2-3:30 and by appointment

Fall 2002/2003
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486 Van Hise

This course is about survey data and where it comes from. The course examines the principal features of survey design and how they contribute to total survey error. Topics include: mode of interview, basic sampling concepts, effects of nonparticipation, issues in instrumentation, interviewing, and computer assisted data collection. Most of the course is spent reviewing research that describes the effects of features of survey design on survey error.

This course is pre-statistical in the sense that it considers issues that are dealt with before statistical analysis of data begins and in the sense that course assignments require no statistical analysis. But the exercises and readings require familiarity with principles of research design. The conceptual and practical tools introduced in this course may be useful in planning and executing your own research.

Lectures proceed somewhat independently of the readings. The schedule of readings given here is fixed, regardless of how much the lectures appear to deviate from the schedule. Lectures do not systematically summarize the readings.

Course Assignments and Requirements

Five Exercises. Each exercise will be handed out on a Tuesday and will be due the following Tuesday. The exercises present realistic research situations, require research decisions, and give you practice applying the approaches and research presented in class and the readings. The exercises require you to apply readings in the course syllabus and you are encouraged to supplement them with other readings, if that will improve the final product. The maximum length of each exercise is 4 pages. I count only the four best grades, so you may skip one exercise if you are satisfied with your grade. Each exercise contributes 10% to the final course grade, for a total of 40% of the course grade.

Project. The course project requires you to write a brief proposal to conduct a survey. I will provide a detailed description of the project at least 4 weeks before the project is due. The maximum length of the project is 15 pages of text, and it contributes 60% to the course grade.

Class Participation. If your grade for the class as a whole is "borderline," I take contributions to class discussion into account in assigning the final grade.

Discussion Questions. For every class, beginning in the second week, I will assign several

students to prepare discussion questions based on articles from the syllabus. This is a required assignment, but will not be formally graded. The number of articles each student will be responsible for depends on how many students register for the class. Email discussion questions -- in the text of the message, not as an attachment -- by 9 a.m. on Monday morning. The subject line should say: "Soc 751 – Discussion question."

No incompletes. All assignments must be completed on time. I deduct a letter grade for each day an assignment is late.

General Instructions for Assignments. All course assignments are to be written in a professional style. In the exercises, you will practice analyzing problems and proposing solutions in the style that you will use in writing research papers and grant proposals. Exercises and the project must be edited, proofed, and typed in the following format, except under extreme circumstances (such as broken fingers): at least 1 inch margins, double-spaced (**not** 1.5-spaced), upper-lower case, 10 or 12 point **fixed-space** type (like Courier) or 12 point variable-spaced font (like Times New Roman), page-numbered, and stapled. **I may not read assignments that do not follow these guidelines.** (Note that restrictions of this type are also common in requests for proposal.) All assignments must be turned in on paper. I do not accept attachments.

Be sure to keep your exercises and the project if you think you will want to ask me for a letter of recommendation later based on your work in this course.

Criteria for Evaluation. In evaluating class assignments I consider how well the work applies relevant concepts and findings presented in lectures and readings and whether additional sources are appropriately incorporated. I also consider the practicality, comprehensiveness, and creativity of the solution to the problem presented in the assignments. Finally, I take into account how well you present your solution--whether the presentation is organized, clear, and professional.

Office Hours. There is a sign up sheet outside my office. If no one signs up by the end of class on Tuesday, office hours may be cancelled.

Readings

Readings average 80-100 pages each week. Be warned that reading assignments in some weeks are lighter than in others.

Required books. A book is "required" if more than one chapter is required reading, so that chapters could not be included in the coursepack. (This is the university's implementation of copyright restrictions.) I ordered these book at Canterbury Bookstore.

Book selections and articles. A coursepack of required readings that are *not* in required books is available at the Social Science Copy Center.

Reserve readings. Articles and book selections are on reserve in the Social Science Reading Room on the 8th floor of the Social Science Building. **The Social Science Reading Room is on the 8th floor of the Social Science building. Take the rear elevator.** Books from which required selections are taken are also on reserve at Helen C. White.

NOTE: All articles and books on reserve in the Social Science Reading Room are my personal copies. As a courtesy to other students, please do not write on them. If you need to keep an article for more than 1 day, please make a copy of it.

Required Books

- Biemer, Paul P., Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, and Seymour Sudman. 1991. *Measurement Errors in Surveys*. New York: Wiley. (Approximately 7 chapters assigned.)
- Couper, Mick P., Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly, editors. 1998. *Computer Assisted Survey Information Collection*. New York: John Wiley and Sons. (Approximately 6 chapters assigned.)
- Groves, Robert M., Don A. Dillman, John L. Eltinge, and Roderick J. A. Little, editors. 2002. *Survey Nonresponse*. New York: John Wiley and Sons. (Approximately 7 chapters assigned.)
- Lyberg, Lars, Paul Biemer, Martin Collins, Edith de Leeuw, Cathryn Dippo, Norbert Schwarz, and Dennis Trewin, editors. 1997. *Survey Measurement and Process Quality*. N.Y.: Wiley-Interscience. (Approximately 15 chapters assigned.)
- Maynard, Douglas W., Hanneke Houtkoop-Steenstra, Nora C. Schaeffer, and Johannes van der Zouwen, editors. 2002. *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*. New York: John Wiley and Sons. (Approximately 7 chapters assigned.)

Other General Sources

- Belson, William A. 1981. The Design and Understanding of Survey Questions. Aldershot, Hants, England: Gower.
- Belson, William A. 1986. Validity in Survey Research. Aldershot, Hants, England: Gower.
- Bradburn, Norman M., Seymour Sudman, and Associates. 1979. Improving Interview Method and Questionnaire Design. San Francisco: Jossey-Bass.
- Briggs, Charles L. 1986. Learning How to Ask. New York: Cambridge University Press.
- Converse, Jean, and Stanley Presser. 1986. Survey Questions: Handcrafting the Standardized Questionnaire. Beverly Hills: Sage. Quantitative Applications in the Social Sciences, v. 63.
- Converse, Jean. and Howard Schuman. 1974. *Conversations at Random*. Ann Arbor.

- Michigan: Wiley.
- Cook, Claire E. 1985. *Line by Line: How to Edit Your Own Writing*. Chicago: University of Chicago Press.
- Couper, Mick P., Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly, editors. 1998. *Computer Assisted Survey Information Collection*. New York: John Wiley and Sons
- Dillman, Donald A. 1977. Mail and Telephone Surveys: The Total Design Method. NY: Wiley.
- Duncan, Greg J., and Nancy A. Mathiowetz and others. 1985. A Validation Study of Economic Survey Data. ISR Research Report.
- Fowler, Floyd J. 1984. Survey Research Methods. Beverly Hills, Sage. Applied Social Research Methods, v. 1.
- Fowler, Floyd J. 1995. *Improving Survey Questions: Design and Evaluation*.
- Fowler, Floyd J., and Thomas W. Mangione. 1990. *Standardized Survey Interviewing: Minimizing Interviewer-Related Error*. Newbury Park: Sage.
- Frey, James H. 1983. Survey Research by Telephone. Newbury Park: Sage.
- Groves, Robert M., and Robert L. Kahn. 1979. Surveys by Telephone: A National Comparison with Personal Interviews. New York: Academic.
- Groves, Robert M. 1989. *Survey Errors and Survey Costs*. New York: Wiley.
- Groves, Robert M. and Mick P. Couper. 1998. *Nonresponse in Household Interview Surveys*. New York: Wiley.
- Groves, Robert M., et al. editors 1988. *Telephone Survey Methodology*. New York: Wiley.
- Hippler, Hans-Jurgen, Norbert Schwarz, and Seymour Sudman. 1987. Social Information Processing and Survey Methodology. New York: Springer-Verlag.
- Kalton, Graham. 1983. Introduction to Survey Sampling. Beverly Hills, Sage, Quantitative Applications in the Social Sciences, v. 35.
- Kish, Leslie. 1987. Statistical Design for Research. New York: Wiley.
- Lavrakas, Paul J. 1987. Telephone Survey Methods: Sampling, Selection and Supervision. Beverly Hills: Sage. Applied Social Research Methods, v. 7.
- Mangione, Tom. 1996. *Mail Surveys: Improving Their Quality*. Sage.
- Mishler, Elliot G. 1986. Research Interviewing: Context and Narrative. Cambridge: Harvard.
- Payne, Stanley. 1980. The Art of Asking Questions. Princeton, N.J.: Princeton University Press.
- Rossi, Peter H., et al., eds. 1981. *Handbook of Survey Research*. Orlando: Academic.
- Schuman, Howard, and Stanley Presser. 1981. Questions and Answers in Attitude Surveys. Orlando: Academic.
- Schwarz, N. and S. Sudman. 1996. *Answering Questions*. San Francisco: Jossey-Bass.
- Schwarz, N. and S. Sudman. 1994. *Autobiographical Memory and the Validity of Retrospective Reports*. Springer-Verlag.
- Schwarz, Norbert, and Seymour Sudman, eds. 1992. Context Effects in Social and Psychological Research. New York: Springer-Verlag.
- Sirken, Monroe G., Douglas J. Herrmann, Susan Schechter, Norbert Schwarz, Judith M. Tanur, and Roger Tourangeau, editors. 1999. *Cognition and Survey Research*. New York: John Wiley and Sons.
- Sudman, Seymour, and Norman M. Bradburn. 1974. Response Effects in Surveys. Chicago:

Aldine.

Sudman, Seymour, and Norman M. Bradburn. 1982. Asking Questions: A Practical Guide to Questionnaire Design. San Francisco: Jossey-Bass.

Sudman, S., Schwarz, N., and N. Bradburn. 1996. *Thinking about Answers*. San Francisco: Jossey-Bass.

Tanur, Judith, ed., 1992. Questions about Questions: Inquiries into the Cognitive Bases of Surveys. New York: Russell Sage Foundation.

Turner, Charles F., and Elizabeth Martin. 1984. *Surveying Subjective Phenomena*, Volume I and II. New York: Russell Sage. (SSPI in Course Outline.)

Course Outline

The course outline lists required and a few of many possible recommended readings. Required readings in the coursepack are marked with *. I use the following abbreviations:

ASR American Sociological Review
JOS Journal of Official Statistics
JMR Journal of Marketing Research
SMR Sociological Methods and Research

JASA Journal of the American
Statistical Association
POQ Public Opinion Quarterly
SM Sociological Methodology

Week 1: Introduction

*Cicourel, Aaron V. 1982. "Interviews, Surveys, and the Problem of Ecological Validity." *American Sociologist* 17:11-20.

*Schuman, Howard. 1982. "Artifacts Are in the Mind of the Beholder." *American Sociologist* 17:21-28.

*Miller, Peter V. 1995. "They Said It Couldn't Be Done: The National Health and Social Life Survey." *POQ* 59:404-419.

Weeks 1 and 2: Errors in Surveys

Week 2: Assign Exercise 1

Biemer, Paul P. and S. Lynne Stokes. 1991. "Approaches to the Modeling of Measurement Errors." Pp. 487-516 in *Measurement Errors in Surveys*. by Paul P. Biemer, Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, and Seymour Sudman. New York: John Wiley & Sons.

Groves, Robert M. 1991. "Measurement Error Across the Disciplines." Chapter 1 in P. Biemer et al., eds. *Measurement Errors in Surveys*. NY: Wiley.

Dippo, Cathryn S. 1997. "Survey Measurement and Process Improvement: Concepts and Integration." Pp. 457-74 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

O'Muircheartaigh, Colm. 1997. "Measurement Error in Surveys: A Historical Perspective." Pp. 1-28 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley -Interscience.

Week 3: Basic Sampling Concepts

*Frankel, Martin. 1981. "Sampling Theory." *Handbook* Chapter 2. (Skim from p. 41.)

*Lepkowski, James M. 1988. "Telephone Sampling Methods in the United States." Pp. 73-98 in *Telephone Survey Methodology*, edited by R. M. Groves et al. New York: Wiley.

*Oldendick, Richard W., George F. Bishop, S. B. Sorenson, and A. J. Tuchfarber. 1988. "A Comparison of the Kish and Last Birthday Methods of Respondent Selection in Telephone Surveys." *Journal of Official Statistics* 4:307-18.

*Aquilino, William S. and Debra L. Wright. 1996. "Substance Use Estimates From RDD and Area Probability Samples: Impact of Differential Screening Methods and Unit Nonresponse." *Public Opinion Quarterly* 60:563-73.

Weeks 4 and 5: Mode of Survey and Interview

Week 4: Assign Exercise 2

Lyberg, Lars E. and Daniel Kasprzyk. 1991. "Data Collection Methods and Measurement Error: An Overview." Chapter 13 in P. Biemer et al., eds., *Measurement Errors in Surveys*. NY: Wiley.

*Groves, Robert M. 1990. "Theories and methods of telephone surveys." *Annual Review of Sociology* 16, 221-240.

*Dillman, Don A. 1991. "The Design and Administration of Mail Surveys." *Annual Review of Sociology* 17:225-49.

*Dillman, Don A., and John Tarnai. 1988. "Administrative issues in mixed mode surveys." Chapter 32 in R. Groves et al., eds. *Telephone Survey Methodology*. NY: Wiley.

Tourangeau, Roger and Smith Tom. W. 1998. "Collecting Sensitive Information With Different Modes of Data Collection." Pp. 431-53 in *Computer Assisted Survey Information Collection*, edited by Mick P. Couper, Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly. New York: John Wiley and Sons.

Weeks 4 and 5: Other Data Collection Methods and Issues

Lyberg, Lars and Daniel Kasprzyk. 1997. "Some Aspects of Post-Survey Processing." Pp. 353-70 in *Survey Measurement and Process Quality*, edited by Lars Lyberg, Paul Biemer, Martin Collins, Edith de Leeuw, Cathryn. Dippo, Norbert Schwarz, and Dennis Trewin. N.Y.: Wiley-Interscience.

Silberstein, Adriana R., and Stuart Scott. 1991. "Expenditure diary surveys and their associated errors." Chapter 16 in P. Biemer et al., eds., *Measurement Errors in Surveys*. NY: Wiley.

Fesco, Ron. 1991. "A Review of Errors of Direct Observation in Crop Yield Surveys." Chapter 17 in P. Biemer et al., eds., *Measurement Errors in Surveys*. NY: Wiley.

Couper, Mick P. 2000. "Web Surveys: A Review of Issues and Approaches." *Public Opinion Quarterly* 64(4):464-94.

Weeks 6 and 7: Nonparticipation

Week 6: Assign Exercise 3

Dillman, Don A., John L. Eltinge, Robert M. Groves, and Roderick J. A. Little. 2002. "Survey Nonresponse in Design, Data Collection, and Analysis." Pp. 3-26 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

Smith, Tom W. 2002. "Developing Nonresponse Standards." Pp. 27-40 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

deLeeuw, Edith and Wim de Heer. 2002. "Trends in Household Survey Nonresponse: A Longitudinal and International Comparison." Pp. 41-54 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

*The American Association for Public Opinion Research. 2000. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. Ann Arbor, MI: AAPOR.

Maynard, Douglas W. and Nora C. Schaeffer. 2002. "Opening and Closing the Gate: The Work of Optimism in Recruiting Survey Respondents." Pp. 179-204 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora C. Schaeffer, and Johannes van der Zouwen. New York: Wiley.

Dijkstra, Wil and Johannes H. Smit. 2002. "Persuading Reluctant Recipients in Telephone Surveys." Pp. 121-34 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

Lynn, Peter, Paul Clarke, Jean Martin, and Patrick Sturgis. 2002. "The Effects of Extended Interviewer Efforts on Nonresponse Bias." Pp. 135-48 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

*Groves, Robert M. and Katherine A. McGonagle. 2001. "A Theory-Guided Interviewer Training Protocol Regarding Survey Participation." *Journal of Official Statistics* 17(2):249-66
Fowler, Floyd J. 1991.

Singer, Eleanor. 2002. "The Use of Incentives to Reduce Nonresponse in Household Surveys." Pp. 163-78 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

Redline, Cleo D. and Don A. Dillman. 2002. "The Influence of Alternative Visual Designs on Respondents' Performance With Branching Instructions in Self-Administered Questionnaires." Pp. 179-93 in *Survey Nonresponse*, edited by Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J. A. Little. New York: John Wiley & Sons.

Weeks 8, 9, 10: Instruments and Response Issues

Week 8: Assign Exercise 4

*Schaeffer, Nora Cate. 1995. "A Decade of Questions." *Journal of Official Statistics* 11(1):79-92.

Hox, Joop J. 1997. "From Theoretical Concept to Survey Question." Pp. 47-70 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Heath, Anthony and Jean Martin. 1997. "Why Are There So Few Formal Measuring Instruments in Social and Political Research?" Pp. 71-86 in *Survey Measurement and Process Quality*, edited by Lars Lyberg, Paul Biemer, Martin Collins, Edith de Leeuw, Cathryn. Dippo, Norbert Schwarz, and Dennis Trewin. N.Y.: Wiley-Interscience.

Esposito, James L. and Jennifer M. Rothgeb. 1997. "Evaluating Survey Data: Making the Transition From Pretesting to Quality Assessment." Pp. 541-72 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

van der Zouwen, Johannes and Wil Dijkstra. 2002. "Testing Questionnaires Using Interaction Coding." Pp. 427-48 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Johannes van

der Zouwen, and Nora C. Schaeffer. New York: Wiley.

*Knauper, Barbel, Robert F. Belli, Daniel H. Hill, and A. R. Herzog. 1997. "Question Difficulty and Respondents' Cognitive Ability: The Effect on Data Quality." *Journal of Official Statistics* 13(2):181-99.

*Dykema, Jennifer and Nora Cate Schaeffer. 2000. "Events, Instruments, and Reporting Errors." *American Sociological Review* 65(4):619-29.

Krosnick, Jon A. and Leandre R. Fabrigar. 1997. "Designing Rating Scales for Effective Measurement in Surveys." Pp. 141-64 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Jenkins, Cleo R. and Don A. Dillman. 1997. "Towards a Theory of Self-Administered Questionnaire Design." Pp. 165-96 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. de Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Johnson, Timothy, Diane O'Rourke, Noel Chavez, Seymour Sudman, Richard W. Warnecke, Loretta Lacey, and John Horm. 1997. "Social Cognition and Responses to Survey Questions Among Culturally Diverse Populations." Pp. 87-114 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Weeks 11 and 12: Interviewers and Interviewing**Week 10: Assign Exercise 5****Week 11: Assign Project**

Schaeffer, Nora Cate. 1991. "Conversation with a Purpose--or Conversation? Interaction in the Standardized Interview." Pp. 367-392 in P. Biemer et al., eds. *Measurement Errors in Surveys*. NY: Wiley.

Maynard, Douglas W. and Nora C. Schaeffer. 2002. "Standardization and Its Discontents: Standardization, Interaction, and the Survey Interview." Pp. 3-45 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora C. Schaeffer, and Johannes van der Zouwen. New York: Wiley.

Schober, Michael F. and Frederick G. Conrad. 2002. "A Collaborative View of Standardized Survey Interviews." Pp. 67-94 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Johannes van der Zouwen, and Nora C. Schaeffer. New York: Wiley.

Schaeffer, Nora C. and Douglas W. Maynard. 2002. "Occasions for Intervention: Interactional Resources for Comprehension in Standardized Survey Interviews." Pp. 261-80 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora C. Schaeffer, and Johannes van der Zouwen. New York: Wiley.

van der Zouwen, Johannes, Wil Dijkstra, and Johannes H. Smit. 1991. "Studying Respondent-Interviewer Interaction: The Relationship Between Interviewing Style, Interviewer Behavior, and Response Behavior." Pp. 419-438 in P. Biemer et al., eds., *Measurement Errors in Surveys*. NY: Wiley.

Dykema, Jennifer, James M. Lepkowski, and Steven Blixt. 1997. "The Effect of Interviewer and Respondent Behavior on Data Quality: Analysis of Interaction Coding in a Validation Study." Pp. 287-310 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Hak, Tony. 2002. "How Interviewers Make Coding Decisions." Pp. 449-70 in *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Johannes van der Zouwen, and Nora C. Schaeffer. New York: Wiley.

Fuchs, Marek. 1999. "Screen design and question order in a CAI instrument: Results from a usability field experiment." Paper presented at the annual meeting of the American Association for Public Opinion Research, May 13-16, St. Pete Beach, FL.

Weeks 13 and 14: Computer Assisted Methods

Couper, Mick P. and William L. Nicholls II. 1998. "The History and Development of Computer Assisted Survey Information Collection Methods." Pp. 1-22 in *Computer Assisted Survey Information Collection*, edited by Mick P. Couper, Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly. New York: John Wiley and Sons.

Nicholls II, William L., Reginald P. Baker, and Jean Martin. 1997. "The Effect of New Data Collection Technologies on Survey Data Quality." Pp. 221-48 in *Survey Measurement and Process Quality*, edited by Lars Lyberg, Paul Biemer, Martin Collins, Edith de Leeuw, Cathryn. Dippo, Norbert Schwarz, and Dennis Trewin. N.Y.: Wiley-Interscience.

de Leeuw, Edith and Collins Martin. 1997. "Data Collection Methods and Survey Quality: An Overview." Pp. 199-220 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Ramos, Magdalena, Barbara M. Sedivi, and Elizabeth M. Sweet. 1998. "Computerized Self-Administered Questionnaires." Pp. 389-408 in *Computer Assisted Survey Information Collection*, edited by Mick P. Couper, Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly. New York: John Wiley and Sons..

Connett, William E. 1998. "Automated Management of Survey Data: An Overview." Pp. 245-62 in *Computer Assisted Survey Information Collection*, edited by Mick P. Couper, Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly. New York: John Wiley and Sons.

Groves, Robert M. and Robert D. Tortora . 1998. "Integrating CASIC into Existing Designs and Organizations: A Survey of the Field." Pp. 45-62 in *Computer Assisted Survey Information Collection*, edited by Mick P. Couper, Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark, Jean Martin, William L. Nicholls II, and James M. O'Reilly. New York: John Wiley and Sons.

Couper, Mick P., Sue E. Hansen, and Sally A. Sadosky. 1997. "Evaluating Interviewer Use of CAPI Technology." Pp. 267-86 in *Survey Measurement and Process Quality*, edited by L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, and D. Trewin. N.Y.: Wiley-Interscience.

Week 15: Confidentiality, Privacy, and Standards of Practice

*Presser, Stanley. 1994. "Presidential Address: Informed Consent and Confidentiality in Survey Research." *Public Opinion Quarterly* 58:446-459.

*Thomson, Judith Jarvis et al. 1981. "Regulations Governing Research on Human Subjects. Academic Freedom and the Institutional Review Board." *Academe: Bulletin of the AAUP* 67:358-370.

*Turner, Charles F., and Elizabeth Martin. 1984. *Surveying Subjective Phenomena, Vol. I*, Chapter 3: "Standards of Practice and the Misuse of Surveys." New York: Russell Sage.

*The American Association for Public Opinion Research. 2000. Ethics Code. Ann Arbor, MI: AAPOR.

*Guidelines for Human Subjects Research in the Social and Behavioral Sciences.
<http://www.rsp.wisc.edu/humansubs/SocialBehavioralHSGuidlines.htm>. (See also
<http://www.rsp.wisc.edu/humansubs/StudentResearch.html>.)

PROJECT due Monday 16 December at noon. Turn in to CDE office, 4412 Soc Sci.