

International Relations/Political Science

Academic year 2019-2020

Survey Experiments

RI-SP078 - Autumn - 6 ECTS

Course Description

Survey experiment has increasingly been incorporated in political science research as an identification strategy. This course explores how to analyze, interpret, and design survey experiments. Some of the basic principles of survey sampling and design will be discussed, as well as the process of randomization. While survey experiments are relatively easy to implement and useful in establishing causal mechanisms, they can be subject to problems of inferences. The course will investigate some of these problems and possible solutions. This course will rely on STATA for statistical analysis and requires a basic understanding of linear and non-linear regressions. Students will be expected to design and carry out a survey experiment and analyze the data as their final project.

> PROFESSOR

Sung Min Rho
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[Office hours](#)

> ASSISTANT

Asees Puri

[Office hours](#)

Syllabus

Course Requirements :

- **Class participation (20%).** All students are expected to complete the reading assignments before the class and to actively participate in class discussion. No undocumented absence is allowed in this class.
- **Take-home Midterm Exam (30%).** Students are required to complete a take-home mid-term exam in the last week of October.
- **Final research paper and presentation (50%).** Students are required to submit a research paper that describes a research question, sampling strategy, and survey format and questions. The research questions should be submitted as a link to the Qualtrics survey platform. There will be an in-class presentation on the research proposal.

Prerequisite :

Students are expected to have a basic understanding of linear and non-linear regression and know how to interpret analysis results from statistical models such as OLS, logit, and probit. If you are not sure whether you meet the requirement, please contact Prof. Rho.

Assignment Policy :

All of the assignments should be submitted electronically to the Moodle class site. It is your responsibility to ensure that your computer and internet work properly and submit the assignments on time. No late work will be accepted without prior written agreement.

Academic Integrity :

Any act of academic dishonesty including poor citation, plagiarism and resubmission of one's own work used in other assignments will result in a failing grade. For further information, please refer to "Institute's Internal Guidelines Governing Citation of Sources and Plagiarism." It is students' responsibility to read and understand the guideline before submitting any assignment.

Office Hours :

To meet with Prof. Rho, students are asked to sign up for a 15-minute slot online. The time slots will be posted on <https://wejoinin.com/sungmin.rho@graduateinstitute.ch>. Please do not sign up for more than one slot at a time. If you need more than 15 minutes, please email Prof. Rho.

Weekly Session Schedule

Session 1 (09/19) Introduction

- Mutz, Diana C. *Population-based survey experiments*. Princeton University Press, 2011. Chapter 1.
- Druckman, James N., et al. "The growth and development of experimental research in political science." *American Political Science Review* 100.04 (2006): 627-635.
- Gaines, Brian J., James H. Kuklinski, and Paul J. Quirk. "The logic of the survey experiment reexamined." *Political Analysis* 15.1 (2007): 1-20.

Session 2 (09/26) What makes a good experiment?

- Druckman, James N., et al., eds. *Cambridge handbook of experimental political science*. Cambridge University Press, 2011. Chapter 2.
- Morton, Rebecca B., and Kenneth C. Williams. *Experimental political science and the study of causality: From nature to the lab*. Cambridge University Press, 2010. Ch.7-8
- Barabas, Jason, and Jennifer Jerit. "Are survey experiments externally valid?." *American Political Science Review* (2010): 226-242.

Session 3 (10/03) Survey Method and Sampling

- Malhotra, Neil, and Jon A. Krosnick. "The effect of survey mode and sampling on inferences about political attitudes and behavior: Comparing the 2000 and 2004 ANES to Internet surveys with nonprobability samples." *Political Analysis* (2007): 286-323.
- Fricker, Scott, et al. "An experimental comparison of web and telephone surveys." *Public Opinion Quarterly* 69.3 (2005): 370-392.
- Berinsky, Adam J., Gregory A. Huber, and Gabriel S. Lenz. "Evaluating online labor markets for experimental research: Amazon. com's Mechanical Turk." *Political Analysis* 20.3 (2012): 351-368.

Supplementary

- Levy, Paul S., and Stanley Lemeshow. *Sampling of populations: methods and applications*. John Wiley & Sons, 2013.
- Berinsky, Adam J., Michele F. Margolis, and Michael W. Sances. "Separating the shirkers from the workers? Making sure respondents pay attention on self-administered surveys." *American Journal of Political Science* 58.3 (2014): 739-753.

Session 4 (10/10) Survey Questionnaire Design

- Pasek, Josh, and Jon A. Krosnick. "Optimizing survey questionnaire design in political science: Insights from psychology." *Oxford handbook of American elections and political behavior* (2010): 27-50.
- Schuldt, Jonathon P., Sara H. Konrath, and Norbert Schwarz. "'Global warming' or 'climate change'? Whether the planet is warming depends on question wording." *Public Opinion Quarterly* (2011)
- Krosnick, Jon A., et al. "The impact of 'no opinion' response options on data quality: non-attitude reduction or an invitation to satisfice?." *Public Opinion Quarterly* 66.3 (2002): 371-403.

Supplementary

- Schuman, Howard, and Stanley Presser. *Questions and answers in attitude surveys: Experiments on question form, wording, and context*. Sage, 1996.

Session 5 (10/17) Experiment Design

- Tomz, Michael, and Robert P. Van Houweling. "The electoral implications of candidate ambiguity." *American Political Science Review* 103.01 (2009): 83-98.
- Hainmueller, Jens, and Michael J. Hiscox. "Attitudes toward highly skilled and low-skilled immigration: Evidence from a survey experiment." *American Political Science Review* 104.01 (2010): 61-84.
- Anduiza, Eva, Aina Gallego, and Jordi Muñoz. "Turning a blind eye: Experimental evidence of partisan bias in attitudes toward corruption." *Comparative Political Studies* 46.12 (2013): 1664-1692.

Supplementary

- Lyall, Jason, Graeme Blair, and Kosuke Imai. "Explaining support for combatants during wartime: A survey experiment in Afghanistan." *American Political Science Review* 107.04 (2013): 679-705.
- Lü, Xiaobo, Kenneth Scheve, and Matthew J. Slaughter. "Inequity aversion and the international distribution of trade protection." *American Journal of Political Science* 56.3 (2012): 638-654.
- Pepinsky, Thomas B., R. William Liddle, and Saiful Mujani. "Testing Islam's political advantage: evidence from Indonesia." *American Journal of Political Science* 56.3 (2012): 584-600.
- Press, Daryl G., Scott D. Sagan, and Benjamin A. Valentino. "Atomic aversion: Experimental evidence on taboos, traditions, and the non-use of nuclear weapons." *American Political Science Review* 107.01 (2013): 188-206.

Session 6 (10/24) Framing and Priming

- Hiscox, Michael J. "Through a glass and darkly: Attitudes toward international trade and the curious effects of issue framing." *International Organization* 60.03 (2006): 755-780.
- Naoi, Megumi, and Ikuo Kume. "Explaining mass support for agricultural protectionism: Evidence from a survey experiment during the global recession." *International Organization* 65.04 (2011): 771-795.
- Tilley, James, and Sara B. Hobolt. "Is the government to blame? An experimental test of how partisanship shapes perceptions of performance and responsibility." *The Journal of Politics* 73.2 (2011): 316-330.

Supplementary

- Boettcher III, William A., and Michael D. Cobb. "Echoes of Vietnam? Casualty framing and public perceptions of success and failure in Iraq." *Journal of Conflict Resolution* 50.6 (2006): 831-854.
- Ardanaz, Martin, M. Victoria Murillo, and Pablo M. Pinto. "Sensitivity to issue framing on trade policy preferences: evidence from a survey experiment." *International Organization* 67.02 (2013): 411-437.

Session 7 (10/31) Lab Session (1) Qualtrics; Take-home midterm due.

Session 8 (11/07) Factorial and Vignette Experiments

- Mutz, Diana C. *Population-based survey experiments*. Princeton University Press, 2011. Chapter 4.
- Bearce, David H., and Kim-Lee Tuxhorn. "When are monetary policy preferences egocentric? Evidence from American surveys and an experiment." *American Journal of Political Science* (2015).
- Hainmueller, Jens, and Daniel J. Hopkins. "The hidden American immigration consensus: A conjoint analysis of attitudes toward immigrants." *American Journal of Political Science* 59.3 (2015): 529-548.
- Banerjee, Abhijit, et al. "Are poor voters indifferent to whether elected leaders are criminal or corrupt? A vignette experiment in rural India." *Political Communication* 31.3 (2014): 391-407.

Supplementary

- Hainmueller, Jens, Daniel J. Hopkins, and Teppei Yamamoto. "Causal Inference in Conjoint Analysis: Understanding Multidimensional Choices via Stated Preference Experiments." *Political Analysis* 22.1 (2014).
- Auspurg, Katrin, and Thomas Hinz. *Factorial survey experiments*. Vol. 175. Sage Publications, 2014.
- Atzmüller, Christiane, and Peter M. Steiner. "Experimental vignette studies in survey research." *Methodology* (2010).

Session 9 (11/14) Sensitive Questions

- Holbrook, Allyson L., and Jon A. Krosnick. "Social desirability bias in voter turnout reports tests using the item count technique." *Public Opinion Quarterly* 74.1 (2010): 37-67.
- Kuklinski, James H., et al. "Racial prejudice and attitudes toward affirmative action." *American Journal of Political Science* (1997): 402-419.
- Gonzalez-Ocantos, Ezequiel, et al. "Vote buying and social desirability bias: Experimental evidence from Nicaragua." *American Journal of Political Science* 56.1 (2012): 202-217.

- Blair, Graeme, Kosuke Imai, and Jason Lyall. "Comparing and combining list and endorsement experiments: Evidence from Afghanistan." *American Journal of Political Science* 58.4 (2014): 1043-1063.

Supplementary

- Tourangeau, Roger, and Ting Yan. "Sensitive questions in surveys." *Psychological bulletin* 133.5 (2007): 859.
- Blair, Graeme, et al. "Poverty and support for militant politics: Evidence from Pakistan." *American Journal of Political Science* 57.1 (2013): 30-48.
- Malesky, Edmund J., Dimitar D. Gueorguiev, and Nathan M. Jensen. "Monopoly money: Foreign investment and bribery in Vietnam, a survey experiment." *American Journal of Political Science* 59.2 (2015): 419-439.

Session 10 (11/21) Data Analysis

- Mutz, Diana C. *Population-based survey experiments*. Princeton University Press, 2011. Chapter 7.
- Horiuchi, Yusaku, Kosuke Imai, and Naoko Taniguchi. "Designing and analyzing randomized experiments: Application to a Japanese election survey experiment." *American Journal of Political Science* 51.3 (2007): 669-687.
- Tomz, Michael R., and Jessica LP Weeks. "Public opinion and the democratic peace." *American Political Science Review* 107.04 (2013): 849-865.

Supplementary

- Pfeffermann, Danny. "The role of sampling weights when modeling survey data." *International Statistical Review/Revue Internationale de Statistique* (1993): 317-337.
- Imai, Kosuke, et al. "Unpacking the black box of causality: Learning about causal mechanisms from experimental and observational studies." *American Political Science Review* (2011): 765-789.
- Imai, Kosuke, Luke Keele, and Teppei Yamamoto. "Identification, inference and sensitivity analysis for causal mediation effects." *Statistical science* 25.1 (2010): 51-71.

Session 11 (11/28) Lab Session (2) Result Analysis

Session 12 (12/05) Presentation 1; *Final Paper due.*

Session 13 (12/12) Presentation 2

- Note: Presentation sessions could be longer than usual classes. In that case, a different classroom and time might be announced.