

SELECTED TOPICS IN SURVEY RESEARCH METHODS

SOCIOLOGY 765-3

Thursdays, 6:30 - 8:10 pm, Powdermaker 347

Charles F. Turner

Office Hours: Thursdays, 11:40 to 1:40pm and by appointment (PH-233F)

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The aim of this course is to provide students with an overview of the methods, practices, and outcomes of survey research. Major emphasis will be placed on applications of survey research methods to the study of contemporary social issues. Among the topics the course will cover are: the history of survey research, elements of sample design, basics of good and bad survey practice, applications of surveys to the study of sexual behaviors and sexually transmitted diseases (including collection of biospecimens in surveys), validation, non-response problems, and the impact of survey mode on response.

There is no formal text for this course. Instead, we will be reading from a wide selection of articles, chapters, and unpublished research proposals.

GRADING

EVALUATIVE QUIZZES. Quizzes will be given in class on October 22nd and November 19th. These quizzes will be designed to evaluate whether you have completed your reading assignments and mastered key concepts covered in class. As we will discuss in our first class meeting, the assigned reading for this course is substantial, and I expect students to be serious about learning from it. Quizzes, however, will be designed so that a student who has completed at 75% of the class readings and mastered the most important concepts discussed in class should be able to achieve an excellent grade.

CLASS PROJECTS. The students in our class will be split into two teams, and they will work on an assigned empirical research project. These projects will tackle two issues that are currently of interest to the survey research community. The final month of this course will be devoted to work on and discussion of these class projects. Each team must turn in their project report by e-mail before 11:00 pm on December 29th. (If you will be submitting your paper using a word processor other than MS Word, Open Office, or WordPerfect, you must save your file in RTF format.)

GRADES. Grades in the course will be based upon student's performance in the two evaluative quizzes (20% each), and your team's project paper (60%).

PLAGIARISM. The use of other people's work or ideas without appropriate acknowledgment is a serious breach of the standards of academic scholarship. Students who engage in such behavior may be given a grade of F, and they may be subject to other disciplinary action. The university's academic integrity policy is published in full at --<http://web.cuny.edu/academics/info-central/policies/academic-integrity.pdf>

CONTACTING ME. The best way to contact me is to send E-Mail to Soc765.CFTurner@GMail.com. My office telephone is 917-243-4806. Please leave voicemail messages ONLY on 917-243-4806.

READINGS

Aug. 27 **Course Overview**

Sept. 3, 17 **Origins and Methods of Survey Research**

Chapters 1-5 in C. Moser and G. Kalton, *Survey Methods in Social Investigation*. New York: Basic Books, 1971. [Reading 01]

J.M. Lepkowski, *Telephone Sampling Methods in the United States*. Chapter 5 in R. Groves et al., *Telephone Survey Methodology*. New York: Wiley, 1988. [Reading 07]

V. G. Iannacchione. *Research Synthesis the Changing Role of Address-based Sampling in Survey Research*. *Public Opinion Quarterly*, Vol. 75, No. 3, Fall 2011, pp. 556–575. [Reading 300]

Introduction to Survey Methodology. Chapter 1 in R. Groves et al., *Survey Methodology*. New York: Wiley, 2004. [Reading 201].

Note. September 10th classes follow Monday Schedule

Sept. 24 &
Oct. 1 **Practice and Problems of Survey Research**

Standards of Practice and Misuses of Surveys. Chapters 3 in C.F. Turner and E. Martin, *Surveying Subjective Phenomena*, Volume 1. New York: Russell Sage, 1985. [Reading 05]

R.A. Kulka, *Presidential Address: Plus Ça Change, plus C'est La Meme Chose? AAPOR's Standards Code and Procedures*. *Public Opinion Quarterly*, Vol. 73, No. 3, Fall 2009, pp. 610–6 [Reading 301]

Questions and Answers in Surveys and Evaluating Survey Questions. Chapters 7-8 in R. Groves et al., *Survey Methodology*. New York: Wiley, 2004. [Reading 202].

F.J. Fowler. *The case for more split-sample experiments in developing survey instruments*. Chapter 9 in S. Presser et al., eds. *Methods for Testing and Evaluating Survey Questionnaires*. New York: Wiley, 2004. [Reading 203].

C.F. Turner, J.N. Gribble, A. Al-Tayyib, J.R. Chromy (2000) *Falsification in epidemiologic surveys: Detection and remediation*. Paper presented at Conference on Research Integrity. Bethesda, MD, November 18-20, 2000. [Reading 53]

Oct 8 & 15 **Surveying Sexual Behaviors, Using Biospecimens, and Validation**

Chapter 1-4 in A.C. Kinsey et al., *Sexual Behavior of the Male*. Philadelphia: Saunders, 1948. [Reading 08]

W.G. Cochran, F. Mosteller, and J.W. Tukey (1953) *Statistical problems of the Kinsey Report*. *Journal of the American Statistical Association*, 48:673-716. [Reading 09]

Institute of Medicine (1997) *The Hidden Epidemic: Confronting Sexually Transmitted Diseases: Summary*. Washington DC: National Academy Press. [Reading 101]

Turner, C.F., S.M. Rogers, H.G. Miller, W.C. Miller, J.N. Gribble, J.R. Chromy, P.A. Leone, P.C., Cooley, T.C. Quinn, J.M. Zenilman (2002) *Untreated gonococcal and chlamydial infection in a probability sample of adults*. *Journal of the American Medical Association*, 287:726-733. [Readings 49, 49a, 49b]

Zenilman JM, Yuenger J, Galai N, Turner CF, Rogers SM. (2005) PCR Detection of Y-chromosome Sequences in Vaginal Fluid: Preliminary Studies of a Potential Biomarker for Sexual Behavior. *Sexually Transmitted Diseases*, 32:90-94. [Reading 66]

Oct 22

Impact of Survey Non-response

Evaluative Quiz on Today's and Prior Readings

Robert M. Groves, Nonresponse Rates and Nonresponse Bias in Household Surveys *Public Opin Q* (2006) 70 (5): 646-675. doi:10.1093/poq/nfl033 [Reading 302]

Scott Keeter, Carolyn Miller, Andrew Kohut, Robert M. Groves, Stanley Presser. Consequences of Reducing Nonresponse in a National Telephone Survey *Public Opin Q* (2000) 64 (2): 125-148. doi:10.1086/317759 [Reading 303]

Richard Curtin, Stanley Presser, Eleanor Singer. The Effects of Response Rate Changes on the Index of Consumer Sentiment *Public Opin Q* (2000) 64 (4): 413-428 doi:10.1086/318638 [Reading 304]

Richard Curtin, Stanley Presser, Eleanor Singer. Changes in Telephone Survey Nonresponse over the Past Quarter Century *Public Opin Q* (Spring 2005) 69 (1): 87-98. doi:10.1093/poq/nfi002 [Reading 305]

Scott Keeter, Courtney Kennedy, Michael Dimock, Jonathan Best, Peyton Craighill. Gauging the Impact of Growing Nonresponse on Estimates from a National RDD Telephone Survey *Public Opin Q* (2006) 70 (5): 759-779, doi:10.1093/poq/nfl035 [Reading 306]

Robert M. Groves, Emilia Peytcheva. The Impact of Nonresponse Rates on Nonresponse Bias: A Meta-Analysis. *Public Opin Q* (2008) 72 (2): 167-189 first published online May 7, 2008 doi:10.1093/poq/nfn011 [Reading 307]

Oct. 29

Impact of Survey Mode

Turner, CF., J. Lessler, and J. Gfroerer, eds. (1992) *Survey Measurement of Drug Use: Methodological Issues*. Chapter 7: Effects of Mode of Administration and Wording on Reporting of Drug Use. Washington, D.C.: Government Printing Office [Reading 308]

Roger Tourangeau, Tom W. Smith. Asking Sensitive Questions: the Impact of Data Collection Mode, Question Format, and Question Context *Public Opin Q* (1996) 60 (2):275-304. doi:10.1086/297751 [Reading 309]

Turner, C.F., L. Ku, S.M. Rogers, L.D. Lindberg, J.H. Pleck, and F.L. Sonenstein (1998) Adolescent sexual behavior, drug use, and violence: Increased reporting with computer survey technology. *Science*, 280:867-873. [Reading 310]

Villarroel, M.A., C.F. Turner, E.E. Eggleston, A.A Al-Tayyib, S.M. Rogers, A.M. Roman, P.C. Cooley, H. Gordek (2006). Same-Gender Sex In the USA: Impact of T-ACASI on Prevalence Estimates. *Public Opinion Quarterly*, 70:166-196. [Reading 311]

Turner, C.F., M.A. Villarroel, J.R. Chromy, E. Eggleston, S.M. Rogers (2005). Same-Gender Sex in the USA: Trends across the 20th century and during the 1990s. *Public Opinion Quarterly*, 69: 439-462. [Reading 312]

Turner, C.F., M.A. Villarroel, J.R. Chromy, E. Eggleston, S.M. Rogers (2005). Same-Gender Sex in the USA: Trends across the 20th century and during the 1990s. *Public Opinion Quarterly*, 69: 439-462. [Readings 63,64]

- Villarroel, M.A., C.F. Turner, E.E. Eggleston, A.A Al-Tayyib, S.M. Rogers, A.M. Roman, P.C. Cooley, H. Gordek (2006). Same-Gender Sex In the USA: Impact of T-ACASI on Prevalence Estimates. *Public Opinion Quarterly*, 70:166-196. [Reading 68]
- Turner CF, Al-Tayyib A, Rogers SM, Eggleston E, Villarroel MA, Roman AM, Chromy JR, Cooley PC (2009). Improving epidemiological surveys of sexual behaviour conducted by telephone. *Int J Epidemiol*. 2009 Aug;38(4):1118-27. [Reading 206]
- Perlis, T.E., Des Jarlais, D.C., Friedman, S.R., Arasteh, K., Turner, C.F. (2004) Audio-computerized self-interviewing versus face-to-face interviewing for data collection at drug abuse treatment programs. *Addiction*, 99:885-896. [Reading 59]
- Turner, C.F., M.A. Villarroel, S.M. Rogers, E. Eggleston, L. Ganapathi, A.M. Roman, A. Al-Tayyib (2005). Reducing Bias in Telephone Survey Estimates of the Prevalence of Drug Use: A Randomized Trial of Telephone Audio-CASI. *Addiction*, 100:1432-1444. [Readings 68, 69]
- Turner, C.F., M.A. Villarroel, S.M. Rogers, E. Eggleston, L. Ganapathi, A.M. Roman, A. Al-Tayyib (2005). Reducing Bias in Telephone Survey Estimates of the Prevalence of Drug Use: A Randomized Trial of Telephone Audio-CASI. *Addiction*, 100:1432-1444. [Reading 313]
- Turner, CF, Ku, L, Rogers, SM, Lindberg, LD, Pleck, JH, Sonenstein, FL (1998) Adolescent sexual behavior, drug use, and violence: Increased reporting with computer survey technology. *Science*, 280:867-873. [Reading 16]

Nov 5

Web Surveys

- Mick P. Couper, Review: Web Surveys: A Review of Issues and Approaches *Public Opin Q* (2000) 64 (4): 464-494. doi:10.1086/318641 [Reading 314]
- Michael D. Kaplowitz, Timothy D. Hadlock, Ralph Levine. A Comparison of Web and Mail Survey Response Rates *Public Opin Q* (2004) 68 (1): 94-101 doi:10.1093 [Reading 315]
- Mick P. Couper, Michael W. Traugott, Mark J. Lamias. Web Survey Design and Administration *Public Opin Q* (2001) 65 (2):230-253 doi:10.1086/322199 [Reading 316]
- Linchiat Changand, Jon A. Krosnick. National Surveys Via Rdd Telephone Interviewing Versus the Internet: Comparing Sample Representativeness and Response Quality *Public Opin Q* (2009) 73 (4): 641-678 first published online December 1, 2009 doi:10.1093/poq/nfp075 [Reading 317]

Nov12

Reconsidering Non-Probability Survey Samples

- Summary Report of the AAPOR Task Force on Non-probability Sampling. Reg Baker, J. Michael Brick, Nancy A. Bates, Mike Battaglia, Mick P. Couper, Jill A. Dever, Krista J. Gile and Roger Tourangeau. *Journal of Survey Statistics and Methodology* (2013) 1 (2): 90-143. doi: 10.1093/jssam/smt008. [Reading 321]

Nov. 19

Evaluative Quiz on All Prior Readings

**Nov 19
thru
Dec 14**

WORK ON CLASS PROJECTS

OPTIONAL MODULE

The Future: Survey Research on the Interaction of Genetics, Environment, and Human Diseases.

National Research Council (2006) Genes, Behavior, and the Social Environment. Washington DC: National Academy Press, in press. Selected chapters. [Reading 109]

National Research Council (2001) Cells and Surveys. Washington DC: National Academy Press. [Reading 104]

- Chapter 1: Introduction [Reading 102]
- Chapter3: Biological Material in Household Surveys: The interface between Epidemiology and Genetics [Reading 103]
- Glossary