

## **POS6757 Survey Research**

Fridays, 8:30 to 11:30

Spring 2024

Location: MAT 114 & Zoom

Instructor: Elizabeth Sena

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### **Objectives:**

1. Be able to distinguish high quality public opinion research from poor quality.
2. Understand how to put together a basic public opinion research plan for a campaign.
3. Understand basic methodologies for conducting public opinion research.
4. Able to write about and analyze public opinion research
5. Be able to do work both in-person and in a remote setting to prepare for the campaign and consulting environment.

### **Policies and Grading**

Please turn your cell phones off.

It is a given that attendance, class participation and good questions are a part of any graduate seminar. If you are unable to attend a class, please notify the instructor in advance if at all possible. Plagiarism will not be tolerated.

Your grade will reflect your performance in the following areas:

1. 10% Class Participation – this means active participation in our weekly discussions, not just attendance. Oral communication skills are essential to political campaigns. Class participation will be based on the following:
  - a. Clear and pertinent comments during class discussions.
  - b. Insightful and inventive contributions in role-playing games.
  - c. Constructive suggestions during strategy and message workshop segments.
  - d. Presentations
2. 20% Review of Public Polling Memo
3. 25% Focus Group Guide
4. 25% Survey Design
5. 20% Survey Analysis Memo

***Assignments should be emailed to me one hour before class starts or they will be considered late and marks will be deducted.***

**Required Books:**

Asher, Herb. *Polling and the Public; What Every Citizen Should Know* 9<sup>th</sup> Edition. CQ Press 2016.

Fowler, Jr. Floyd J. *Survey Research Methods*. 5<sup>th</sup> Edition. Sage Publications, 2014.

Dillman, Don, et al. *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, John Wiley and Sons, 2014.

**Required Articles (Provided):**

- Pew report
- <https://www.politico.com/news/2021/07/18/pollsters-2020-polls-all-wrong-500050>
- <https://www.vanderbilt.edu/unity/2021/01/11/polling-problems-and-why-we-should-still-trust-some-polls/>
- <https://www.nytimes.com/2020/11/10/upshot/polls-what-went-wrong.html>
- <https://penntoday.upenn.edu/news/collaborative-report-examines-polling-problems-2020-election>
- <http://www.eiu.edu/ihec/Krueger-FocusGroupInterviews.pdf>
- <http://www.cse.lehigh.edu/~glennb/mm/FocusGroups.htm>
- [https://www.uml.edu/docs/FG%20Tips%20sheet\\_RK\\_tcm18-167588.pdf](https://www.uml.edu/docs/FG%20Tips%20sheet_RK_tcm18-167588.pdf)

Please note: I will send other articles to read throughout the course

**January 12, 2024 Introduction: measuring public opinion**

Reading for Class:

- <https://www.pewresearch.org/course/public-opinion-polling-basics/>

**January 19, 2024 Types of Public Opinion Research**

Reading for Class:

- <http://www.pewresearch.org/fact-tank/2016/11/09/why-2016-election-polls-missed-their-mark/>
- <http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/> - READ THE FULL REPORT
- Asher Chapter 1, 6, 9
- Dillman Chapter 1

**Assignment Due:** Review of Public Opinion Polling**January 26, 2024 Conducting Focus Groups**

Reading for Class:

- <http://www.eiu.edu/ihec/Krueger-FocusGroupInterviews.pdf>
- <http://www.cse.lehigh.edu/~glennb/mm/FocusGroups.htm>
- [https://www.uml.edu/docs/FG%20Tips%20sheet\\_RK\\_tcm18-167588.pdf](https://www.uml.edu/docs/FG%20Tips%20sheet_RK_tcm18-167588.pdf)

**February 2, 2024 Designing Surveys: Sampling Design**

Reading for Class:

- APPOR Sampling methods for political polling  
[https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/Sampling-Methods-for-Political-Polling.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/Sampling-Methods-for-Political-Polling.pdf)
- APPOR Report of APPOR task force on non-probability sampling  
[https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/NPS\\_TF\\_Report\\_Final\\_7\\_revised\\_FNL\\_6\\_22\\_13.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/NPS_TF_Report_Final_7_revised_FNL_6_22_13.pdf)
- APPOR Margin of Error  
[https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/Margin-of-Sampling-Error.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/Margin-of-Sampling-Error.pdf)
- PEW Oversampling is used to study small groups, not bias poll results  
<http://www.pewresearch.org/fact-tank/2016/10/25/oversampling-is-used-to-study-small-groups-not-bias-poll-results/>
- Fowler Chapter 3, 4
- Asher Chapter 4

**February 9, 2024**

Reading for Class:

- PEW Assessing the representativeness of public opinion surveys  
<http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/>
- PEW What low responses rates mean for telephone surveys  
<http://www.pewresearch.org/2017/05/15/what-low-response-rates-mean-for-telephone-surveys/>

- Fowler Chapter 5
- Asher Chapter 5
- Dillman Chapter 2, 3

**Assignment Due:** Focus Group Guide

### **February 16, 2024 Mock Focus Group**

Reading for Class: None – Focus Group Guide must be completed

*NOTE: You must attend this class in order to complete the focus group memo due next week*

### **February 23, 2024 Survey Design Part I**

Reading for Class:

- APPOR What is a push poll? <https://www.aapor.org/Education-Resources/Resources/AAPOR-Statements-on-Push-Polls.aspx>
- APPOR Likely and Unlikely Voters and Assessment of Campaign Dynamics [https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/Erikson, Panagopoulos and Wlezien-1.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/Erikson, Panagopoulos and Wlezien-1.pdf)
- Asher Chapters 2, 3
- Fowler Chapter 6, 7
- Dillman Chapter 4,5

### **March 1, 2024 Survey Design Part II**

Reading for Class:

- Fowler Chapter 8, 11
- Dillman Chapters 7,9,10,11

### **March 8, 2024 Errors, Weighting and Data Preparation**

Reading for Class:

- APPOR Likely and Unlikely Voters and Assessment of Campaign Dynamics [https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/Erikson, Panagopoulos and Wlezien-1.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/Erikson, Panagopoulos and Wlezien-1.pdf)
- PEW Can likely voter models be improved? [http://www.pewresearch.org/files/2016/01/PM\\_2016-01-07\\_likely-voters\\_FINAL.pdf](http://www.pewresearch.org/files/2016/01/PM_2016-01-07_likely-voters_FINAL.pdf)
- PEW What low responses rates mean for telephone surveys

<http://www.pewresearch.org/2017/05/15/what-low-response-rates-mean-for-telephone-surveys/>

- PEW A basic question when reading a poll: Does it include or exclude nonvoters?  
<http://www.pewresearch.org/fact-tank/2017/02/16/does-poll-include-or-exclude-nonvoters/>
- PEW Oversampling is used to study small groups, not bias poll results
- <http://www.pewresearch.org/fact-tank/2016/10/25/oversampling-is-used-to-study-small-groups-not-bias-poll-results/>
- Fowler Chapter 13

**Assignment Due:** Questionnaire (Survey)

**March 15, 2024 March Break**

**March 22, 2024 Survey Analysis**

Reading for Class:

- APPOR Measuring sub group preferences  
[https://www.aapor.org/AAPOR\\_Main/media/MainSiteFiles/Measuring-SubGroup-Preferences.pdf](https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/Measuring-SubGroup-Preferences.pdf)
- PEW A basic question when reading a poll: Does it include or exclude nonvoters?  
<http://www.pewresearch.org/fact-tank/2017/02/16/does-poll-include-or-exclude-nonvoters/>
- Asher Chapter 7, 8
- Fowler Chapter 9, 10, 12

**March 29, 2024 Modelling – Micro targeting**

Reading for Class:

- <https://www.predictiveanalyticsworld.com/machinelearningtimes/how-uplift-modeling-helped-obamas-campaign-and-can-aid-marketers/2613/>
- <https://www.nbcnews.com/politics/elections/how-big-data-broke-american-politics-n732901>

**April 5, 2024 No Class**

**April 12, 2024 Campaign Research Plan**

Reading for Class:

- Will be provided in advance

**Assignment :** Survey Analysis Memo

**April 19, 2022 Final Class**