

Survey Experiments

3rd Term, Academic Year 2023-2024

Instructor: Alexandra Jabbour

Organiser: Filip Kostelka

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Credits: 10 credits

Dates, Times, and Room:

6 May 2024, 9:30-12:00, 14:00-16:00, Seminar Room 2 (Badia Fiesolana)

7 May 2024, 10:00-12:00, 14:00-17:00, Seminar Room 2 (Badia Fiesolana)

Registration closes on 14.04.2024

Overview

Survey experiments are versatile methodological tools social scientists use to draw causal inferences. This workshop will cover a variety of experimental survey methods, addressing practical issues such as sampling, randomisation, data quality checks, ethical considerations, and programming using Qualtrics. By the end of the workshop, researchers will have gained a comprehensive understanding of the value of survey experiments and learned how to design, implement, and analyse them. The main goal of the workshop is to provide useful skills that can be applied by students in their research.

Requirements

- 1) Requirements for credits: attendance, active participation, group presentation.
- 2) Requirements for the course: a laptop and a Qualtrics account

Pre-course preparation: During the first week of April, you will receive an e-mail asking you to fill in a form before the start of the course. The purpose is to assess your familiarity with experiments in general (not a test, just a self-evaluation), whether you are currently working on the design of a survey experiment, and which software you are most familiar with (Stata or R). I will also ask you if there is anything specific you are looking for from the course. Considering the time allocated for the workshop, I will do my best to meet your expectations. You must complete the survey two weeks before the start of the course.

Program (indicative; this may change depending on your answers to the survey):

DAY 1: May 6th

- 9:30-12:
 - Overview of the workshop
 - A refresher on Experiments
 - Practical issues regarding survey implementation (everything that comes before data collection)
 - Learn different types of survey experiments and the pros and cons of each.
 - Sample size (power analysis)
 - Avoid pitfalls common to survey experiments (priming, non-response, attentiveness, bots, desirability bias, etc.)
 - Pre-registration
 - Randomisation
 - Selecting the provider and checklists of the usual questions
- 12-14: Lunch break
- 14-16: What to do during and after data collection
- 16-17: Office hours (Optional, to discuss the content of the first day, or the design of your survey if need be)

DAY 2: May 7th

- 10-12: Survey programming using Qualtrics (hands-on session)
- 12-14: Lunch break
- 14-15:30: Group work (designing a survey experiment)
- 15h30-16h00: Break
- 16h-17h: Short presentation, vote for the best survey experiment, and wrap-up.