

Bachelor in Politics And International Studies
Bachelor in Sociology

Digital Data, Data Collection (QS102)

Week 4

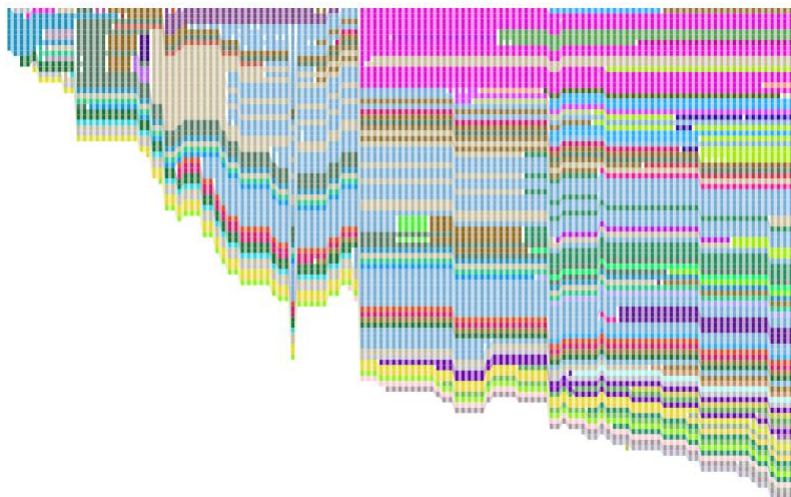
Introduction to surveys and questionnaire design

How do big data challenge social sciences?

Table 8.1 Four paradigms of science

Paradigm	Nature	Form	When
First	Experimental science	Empiricism; describing natural phenomena	Pre-Renaissance
Second	Theoretical science	Modelling and generalisation	Pre-computers
Third	Computational science	Simulation of complex phenomena	Pre-big data
Fourth	Exploratory science	Data-intensive; statistical exploration and data mining	Now

Visualising edits in Wikipedia



Visualising influence networks

Aristotle



Marble bust of Aristotle. Roman copy after a Greek bronze original by Lysippos c. 330 BC. The alabaster mantle is modern.

Born 384 BC
Stagira, Chalcidice

Died 322 BC (aged 61 or 62)
Eubeia

Nationality Greek

Era Ancient philosophy

Region Western philosophy

School Peripatetic school
Aristotelianism

Main interests Physics, Metaphysics, Poetry, Theatre, Music, Rhetoric, Politics, Government, Ethics, Biology, Zoology

Notable ideas Golden mean, Aristotelian logic, syllogism, hexis,hylomorphism, Aristotle's theory of soul

Influenced by [hide]
Parmenides, Socrates, Plato, Heraclitus, Democritus

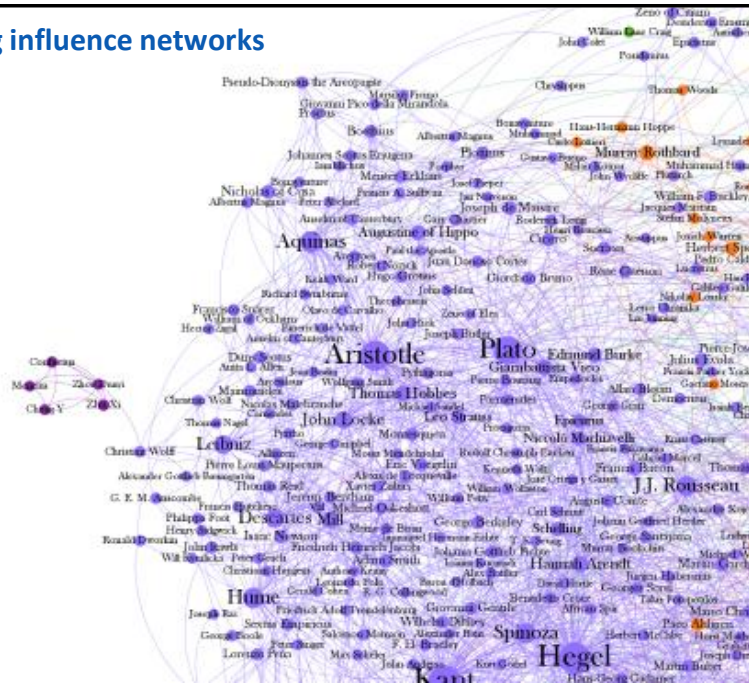
Influenced [hide]
Virtually all Western philosophy that came after his works; Alexander the Great, Cicero, Avicenna, Averroes, Maimonides, Albertus Magnus, Thomas Aquinas, Duns Scotus, Ptolemy, Copernicus, Galileo, and most of Islamic philosophy, Jewish philosophy, Christian philosophy, science and more....

Influenced by [hide]
Parmenides, Socrates, Plato, Heraclitus, Democritus

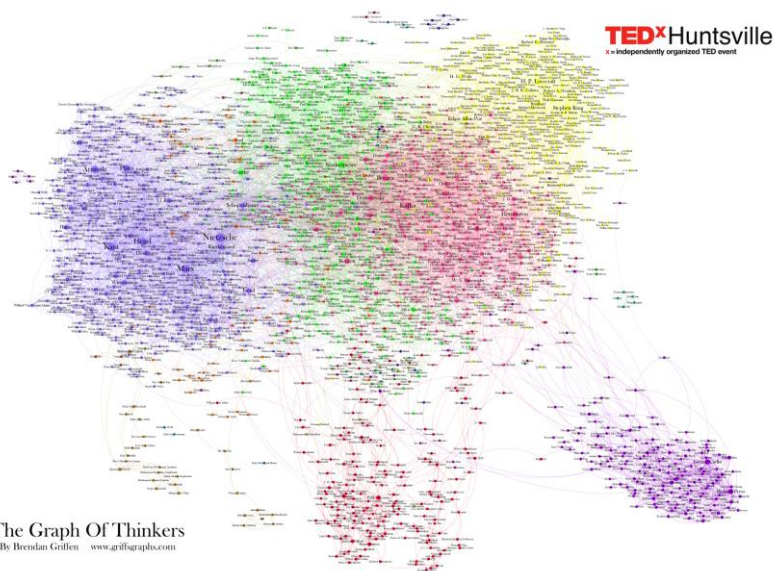
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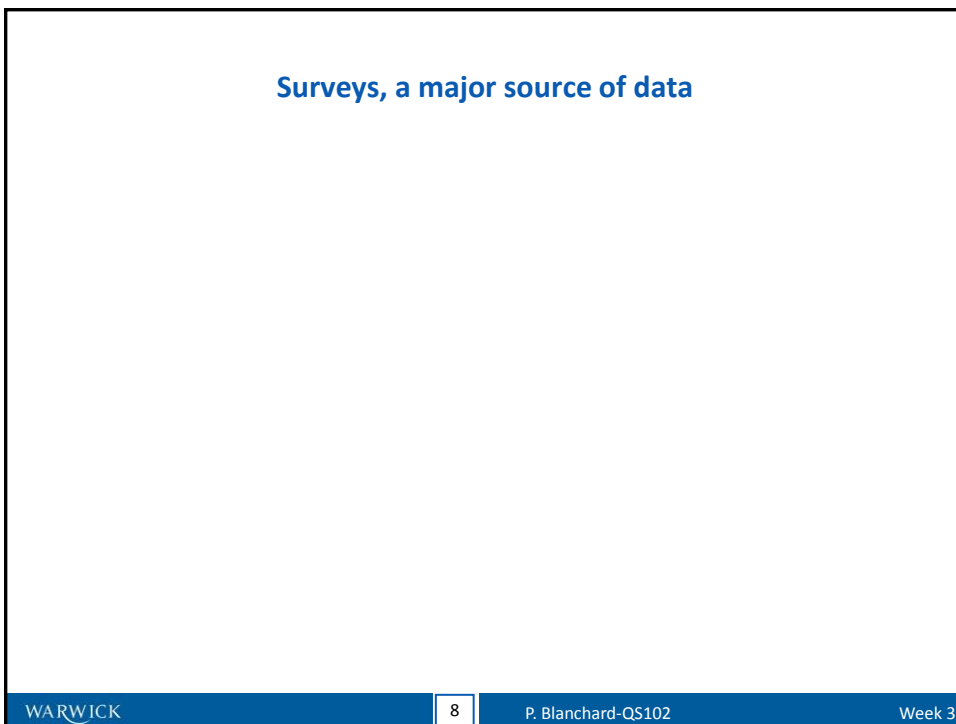
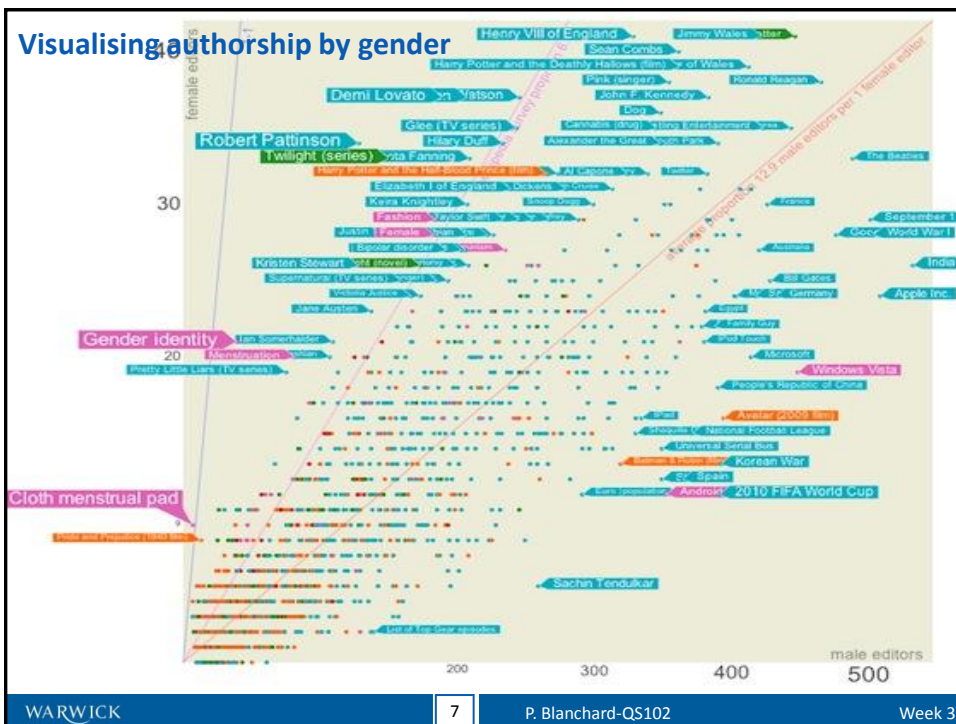
<http://brendangriffin.com/blog/gow-influential-thinkers/>

Visualising influence networks



Visualising influence networks





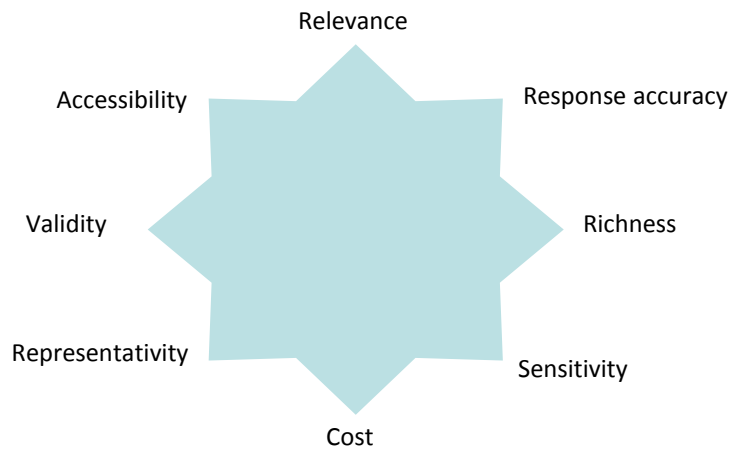
Formative essay: Composing a survey questionnaire

- By teams of two
 - ❖ Submit team names by email before Monday 2nd Feb., 17:00
- Choose a research question on a *sensitive* topic
 - ❖ Explain and justify it in 400 to 500 words.
 - ❖ Optional submission/discussion with me by email or appointment
- Compose a survey questionnaire to test your RQ
 - ❖ Maximum 30 questions
- Choose a target and a method for administration
- Justify your choices using the lectures, your readings and your personal knowledge of the topic.
 - ❖ Tabula submission: 9th-18th Feb
 - ❖ Feedback: 18th March

Surveying: Main concepts

- Census, poll, survey
- Population, sample, sampling
- Formats of questions
- Modes of administration
 - Interactional modes
 - Technological modes
- Time frame
- Non response and missing values
- Biases and corrections

How good is a survey?



How specific are online surveys with...

- Relevance?
- Accessibility (technical, political, financial...)?
- Response accuracy/sensitivity?
- Validity?
- Representativity?
- Richness?
- Feasibility?
- Cost?

Asking questions: a scientific practice?

- Schaeffer and Presser 2003
 1. Why is a questionnaire a social phenomenon? What other social settings may the administration of a survey questionnaire resemble? What are the possible consequences of this resemblance? (try and go further than the text itself for these two questions)
 2. What role does memory play in the process of responding to a survey? Which ways can memory fail? How can the respondent be helped to remember? Choose concrete examples.
 3. What role does the order of questions and proposed responses play in a survey? Cite examples of questions for which order is important, and how its detrimental consequences can be neutralised.
 4. Should interviewers propose the "I don't know" option? In which case is it good, respectively bad?

Asking sensitive questions

- Blair, Sudman, Bradburn and Stocking 1977
 1. What are the aspects of questionnaire wording that possibly impact the quality of the responses, according to the authors' hypotheses?
 2. What variations did they actually implement in their questionnaire in order to test the threatening effect of questions?
 3. Which variations appear to be the most efficient, from table 2 and 3?
 4. How can you explain the effect of these variations?