"Open-Ended Coding and the Credibility of Survey Research."

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Presenter
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12:10-1:00pm
Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 2208 LeFrak Hall– Maryland

Abstract
The 2008 ANES Time Series Study included the following four Office Recognition (OR) questions in the post-election questionnaire:

Now we have a set of questions concerning various public figures. We want to see how much information about them gets out to the public from television, newspapers and the like. The first name is NANCY PELOSI. What job or political office does she NOW hold?

1. DICK CHENEY. What job or political office does he NOW hold?
2. GORDON BROWN. What job or political office does he NOW hold?
3. JOHN ROBERTS. What job or political office does he NOW hold?

All respondents who completed the 2008 ANES post-election interviews answered all four of these questions.

In the presentation, I describe problems and processes that led us to develop new coding frameworks and practices for coding answers to the 2008 OR questions. I use these activities to motivate a broader conversation about how the continued credibility of survey research depends on survey analysts and producers committing to higher levels of procedural transparency.

The Survey Methodology Program hosts this series of brown bag seminars on survey methods. The purpose is to have informal presentation and discussion of topics in survey methodology. They are open to anyone interested. If you would like more information, or if you have suggestions for methodological topics you would like to see presented, please contact: Jodi Holbrook at 647-3592