

## Final Project

For the class project, you will design a questionnaire to answer a research question you are interested in. You will conduct a pilot study in class and employ survey experiments to diagnose problems in question wording and question ordering. A survey will be fielded on Mechanical Turk. You will create an SPSS file for your data (complete with data labels and missing value codes). You will interpret the results of your pilot study and suggest ways in which your questionnaire could be improved. The final project should be about 15 pages long, including the questionnaire, plots and figures, and your analysis.

For selecting a research question, designing the questionnaire, and inputting the data, you may work in groups of up to four. For all other components of the project, you should work alone, and submit separate write-ups. Below are more specific instructions. When turning in your project, to ease in the grading, number your responses to each item below.

1. Define a research question you would like to study using a survey. Why is a survey a good approach for answering this research question? What are some disadvantages of surveys for answering this question? What alternative research designs (e.g. aggregate data, field experiment, etc.) would also be appropriate?

Below are some examples of research questions:

- (a) Are attitudes toward the bailout different for different income groups? Are Americans less supportive of the current stimulus package than the previous bank bailout? Would Americans support another bailout?
  - (b) Do Americans know much about their local politicians? Do Americans know who the states two Senators are, who their congressman is, who their state Senator, etc.
2. Develop a pilot questionnaire that will be administered in class. The questionnaire should be no longer than 12 questions, and include the gender of the respondent (see item 5). Sensitive questions should be avoided (e.g. drug use). The questionnaires will be administered April 27<sup>th</sup> in class. Everybody should attend class on this day. Include at least one split sample survey experiment on your questionnaire to test question wording. Include at least one split sample survey experiment on your questionnaire to test question ordering. In both cases, provide some justification for the survey experiment.
3. Create an SPSS file containing the data you collected. Include variable labels, value labels, and missing values. At least one member of your group should provide me with this file.
4. What can you say about missing data in the data set? Are there any cases where you find it beneficial to impute missing values?

5. Create weights for gender in your data file to match the target distribution of 50%-50%. Turn on the weights and report the frequency distribution of Gender to demonstrate that you correctly computed the weights.
  
6. Report the results of your split sample experiment using hypothesis testing. What have you found about question wording and question ordering.
  
7. Based on the results of the pilot study, how would you change the questionnaire before going to the field.
  
8. What results did you find? What are your answers to your research question? Include SPSS output and statistical analysis where appropriate.