

**CARLETON UNIVERSITY
DEPARTMENT OF SOCIOLOGY AND ANTHROPOLOGY**

**SOCI 5806W
WINTER 2023
SURVEY METHOD: ROOTS OR DIRECTION (SEM)**

Instructor: Frank Graves

Course hours – virtual every Thursday beginning January 12th from 2:35-5:25 p.m.

Instructor will be available one hour prior each session

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Course Calendar Description:

This course will provide a critical analysis of the current state of survey methodology with a view to building the knowledge necessary to understand the proper application of survey methods in a rapidly evolving field. The course will begin by laying out the historical foundations of survey research and polling methods.

Lecture 1 – January 12, 2023 Looking at the historical roots of survey research internationally and in Canada - the unique Carleton contribution to the emergence of polling in Canada (Angus Reid, Allan Gregg, Darrell Bricker, Frank Graves, Conrad Winn, Bruce Anderson). Overview of many shifts in the past 25 years (from the dominance of live interviewer to new shift to online methods. Probability and Non-Probability introduced.

Reading material:

Krosnick, Jon A. "Assessing the Accuracy of Survey Research". In Vannette, David L., and Jon A. Krosnick, The Palgrave Handbook of Survey Research, Springer International Publishing, 2018, Pages 3-5.

Recommended:

Langer, Gary. "The Importance of Probability-Based Sampling Methods for Drawing Valid Inferences". In Vannette, David L., and Jon A. Krosnick, The Palgrave Handbook of Survey Research, Springer International Publishing, 2018, Pages 7-12.

Baker, R., Blumberg, S.J., Brick, J.M., Couper, M.P., Courtright, M., Dennis, J.M., et al. "Research Synthesis: AAPOR Report on Online Panels". Public Opinion Quarterly, Volume 74, Issue 4, 2010, Pages 711-781.

Gallup, G.H., and Rae, S.F., "The Pulse of Democracy: The Public Opinion Poll and How it Works". New York: Simon and Schuster, 1940.

Keeter, S., Hatley, N., Kennedy, C., and Lau, A. "What Low Response Rates Mean for Telephone Surveys", Pew Research Centre, May 15, 2017. Available online at: <https://pewrsr.ch/2HHU9hg>

Kish, Leslie. "Survey Sampling". John Wiley & Sons, New York, London 1965.

Lazarsfeld, "The American Soldier-An Expository Review". Public Opinion Quarterly, Volume 13, Issue 3, Autumn 1949, Pages 377-404.

Reading list for subsequent lectures will be provided at the end of Lecture 1.

Lecture 2 – January 19, 2023 Total error methods. Sampling error, measurement error and other method errors. Latest AAPOR and ESOMAR guidelines. Review of measurement theory and evaluating it in a rapidly shifting context. Declines in response rates, costs pressure from convenience opt in panels, declining statistical literacy . Shifts in marketplace for survey research and public opinion research.

Reading materials:

Yeager, David and Krosnick, Jon A. "Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted with Probability and Non-Probability Samples", Public Opinion Quarterly, Volume 75, Issue 4, November 2011.

Lecture 3 – January 26, 2023 Unique Canadian features—salience of federal market and the near annihilation of survey research in the Harper period. "This is not time to commit sociology." Budgets pared from 32M to 2.7M. Ongoing recovery. A few worked through examples of the application of polling to critical national issues. The Charlottetown Accord, The Quebec Referendum and the Royal Commission into the future of Health Care. Impacts on decision to not go to Iraq

Lecture 4 – February 2, 2023 The transition from live CATI to online. Key challenges and emerging issues, e.g., Fictitious respondents, conditioning effects of returning to panelists

Lecture 5 – February 9, 2023 Survey Research and the pandemic. Reviews of the 41 wave risk monitor and comparisons to work in other countries (e.g., Kaiser Institute) Achievements failures. Nature article on failure of non-probability to get basic parameters within margin of error. A new grimmer definition of 'panel mortality' Impacts of 8 fold higher rate of Covid Case fatality on comparing vaccinate and unvaccinated outcomes.

Lecture 6 – February 16, 2023 Deliberative and related methods of blending representativeness and reflected, informed citizen engagement. Recent examples of the perils of self-selected web polls.

Lecture 7 – March 2, 2023 Newer contenders for replacing traditional polling and surveys with AI and other techniques. A critical assessment of opportunities.

Lecture 8 – March 9, 2023 Political polling—an examination of key issues including last AAPOR review of the last US Presidential election. Shy Trump? Demos fixed but new problems with institutional mistrust. How to measure and correct for this. Review of recent major elections in Canada. Recent failures of Red wave that did not occur in last US midterms.

Lecture 9 – March 16, 2023 Ethical issues. Does polling lead or reflect? Is it a boon or a boondoggle? What is the place of polling in a modern democracy?

Lecture 10 – March 23, 2023 Exploring Disinformation, polarization and populism using survey methods. Recent examples.

Lecture 11 – March 30, 2023 Exploration of the use of both longitudinal and cross sectional modelling from the 41 wave Risk Monitor. It will also show the gaps between the aggregate models (cross sectional) and the micro/longitudinal models. The example will look at tests of disinformation and how these change through time.

Lecture 12 – April 6, 2023 The future of survey research in Canada. Opportunities and threats. The place of sociology in this future.

Course Requirements & Methods of Evaluation:

Assignment 1 – 40%	Details to be given in class Feb 16 th
Take Home Final – 40%	To be assigned on the final day of classes, will be due April 27 th per University Regulations.
Participation – 20%	This will be based off in-class discussion around key issues. I will be looking for evidence that participants demonstrate comprehension of key points in the sessions and can offer critical responses to what they found helpful and points they found unhelpful/unsound. I would like the classes to feature a fair bit of feedback and dialogue.

Course Policies: In this course, you are expected to learn from your texts, your teacher and from one another. This requires striving towards understanding each other but it does not imply striving towards finding agreement. Our class will be racially, religiously, politically, culturally, generationally, and economically diverse. We will be of different gender identifications and sexual orientations and our lived experiences and reactions to the course material will reflect this diversity. Sharing our perspectives and interpretations on the course material will enhance everyone's learning experience and you are encouraged to openly express any disagreements with the authors you will read, with your fellow classmates, or with the Professor in the different participation fora that are available for this course. However, you are expected to conduct yourself in such a way that shows the utmost respect to others who may – or may not – share your views. Derogatory comments and hateful behavior towards others (and their views) will not be tolerated.

In accordance with the Carleton University Undergraduate Calendar Regulations, the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50	WDN = Withdrawn from the course	DEF = Deferred	

Academic Regulations, Accommodations, Plagiarism, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<https://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at **613-520-6608** or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*).

*The deadline for contacting the Paul Menton Centre regarding accommodation for December examinations (Fall) is **November 11, 2022** and for April examinations (Winter) is **March 15, 2023**.

For Religious Obligations:

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: www.carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

For Pregnancy:

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: www.carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

For Survivors of Sexual Violence:

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: www.carleton.ca/sexual-violence-support

Accommodation for Student Activities:

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

Plagiarism

Plagiarism is the passing off of someone else's work as your own and is a serious academic offence. For the details of what constitutes plagiarism, the potential penalties and the procedures refer to the section on Instructional Offences in the Undergraduate Calendar. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy (See <https://carleton.ca/registrar/academic-integrity/>). The Policy is strictly enforced and is binding on all students. Academic dishonesty in any form will not be tolerated. Students who infringe the Policy may be subject to one of several penalties.

What are the Penalties for Plagiarism?

A student found to have plagiarized an assignment may be subject to one of several penalties including but not limited to: a grade of zero, a failure or a reduced grade for the piece of academic work; reduction of final grade in the course; completion of a remediation process; resubmission of academic work; withdrawal from course(s); suspension from a program of study; a letter of reprimand.

What are the Procedures?

All allegations of plagiarism are reported to the faculty of Dean of FASS and Management. Documentation is prepared by instructors and departmental chairs. The Dean writes to the student and the University Ombudsperson about the alleged plagiarism. The Dean reviews the allegation. If it is not resolved at this level then it is referred to a tribunal appointed by the Senate.

Assistance for Students:

Academic and Career Development Services: <https://carleton.ca/career/>

Writing Services: <http://www.carleton.ca/csas/writing-services/>

Peer Assisted Study Sessions (PASS): <https://carleton.ca/csas/group-support/pass/>

Important Information:

- Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).
 - Students must always retain a hard copy of all work that is submitted.
 - Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.
 - Carleton University is committed to protecting the privacy of those who study or work here (currently and formerly). To that end, Carleton's Privacy Office seeks to encourage the implementation of the privacy provisions of Ontario's *Freedom of Information and Protection of Privacy Act* (FIPPA) within the university.
 - In accordance with FIPPA, please ensure all communication with staff/faculty is via your Carleton email account. To get your Carleton Email you will need to activate your MyCarletonOne account through Carleton Central. Once you have activated your MyCarletonOne account, log into the MyCarleton Portal.
 - Please note that you will be able to link your MyCarletonOne account to other non-MyCarletonOne accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid MyCarletonOne address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://students.carleton.ca/>
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All members of the Carleton community are required to follow COVID-19 prevention measures and all mandatory public health requirements (e.g. wearing a mask, physical distancing, hand hygiene, respiratory and cough etiquette) and mandatory self-screening prior to coming to campus daily.

If you feel ill or exhibit COVID-19 symptoms while on campus or in class, please leave campus immediately, self-isolate, and complete the mandatory symptom reporting tool. For purposes of contact tracing, attendance will be recorded in all classes and labs. Participants can check in using posted QR codes through the cuScreen platform where provided. Students who do not have a smartphone will be required to complete a paper process as indicated on the COVID-19 website.

All members of the Carleton community are required to follow guidelines regarding safe movement and seating on campus (e.g. directional arrows, designated entrances and exits, designated seats that maintain physical distancing). In order to avoid congestion, allow all previous occupants to fully vacate a classroom before entering. No food or drinks are permitted in any classrooms or labs.

For the most recent information about Carleton's COVID-19 response and required measures, please see the University's COVID-19 webpage and review the Frequently Asked Questions

(FAQs). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca.

Please note that failure to comply with University policies and mandatory public health requirements, and endangering the safety of others are considered misconduct under the Student Rights and Responsibilities Policy. Failure to comply with Carleton's COVID-19 procedures may lead to supplementary action involving Campus Safety and/or Student Affairs.

Winter 2023 Dates and Deadlines

January 2, 2023	Deadline for course outlines to be made available to students registered in full winter and early winter term courses.
January 4, 2023	University reopens.
January 9, 2023	Winter term begins. Full winter and early winter classes begin.
January 20-22, 27-29, 2023	Full fall and late fall term deferred final examinations will be held.
January 31, 2023	Last day to withdraw from full winter courses with a full fee adjustment. Withdrawals after this date will result in a permanent notation of WDN on the official transcript.
February 17, 2023	April examination schedule available online.
February 20, 2023	Statutory holiday. University closed.
February 20-24, 2023	Winter break, no classes.
March 15, 2023	Last day for academic withdrawal from full winter, late winter, and fall/winter courses. Last day to request Formal Examination Accommodation Forms for April full winter, late winter, and fall/winter final examinations to the Paul Menton Centre for Students with Disabilities. Note that it may not be possible to fulfil accommodation requests received after the specified deadlines.
March 29, 2023	Last day for summative tests or examinations, or formative tests or examinations totaling more than 15% of the final grade, in full winter term or fall/winter undergraduate courses, before the official April final examination period (see examination regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar).
April 7, 2023	Statutory holiday. University closed.
April 12, 2023	Winter term ends. Last day of full winter, late winter, and fall/winter classes. Classes follow a Friday schedule (full winter and late winter courses). Last day for final take-home examinations to be assigned, with the exception of those conforming to the examination regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for full winter and late winter courses.
April 13-14, 2023	No classes or examinations take place.
April 15-27, 2023	Final examinations in full winter, late winter, and fall/winter courses will be held. Examinations are normally held all seven days of the week.

April 27, 2023

All final take-home examinations are due on this day, with the exception of those conforming to the examination regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

May 19-31, 2023

Full winter, late winter, and fall/winter deferred final examinations will be held.