UK

Applied Statistics Lab

qipsr

quantitative initiative for
policy and social research

Workshop:
Applied Survey Data Analysis

University of Kentucky

March 30, 2013

Content

- **Introduction**
  Mark Peffley, Professor, Department of Political Science and Director and QIPSR

  Arnold Stromberg, Chair, Department of Statistics and Co-Director, Applied Statistics Lab (ASL)

- **Module 1: Introduction to Sampling Methods**
  Abby Córdova, Assistant Professor, Department of Political Science
   Dominique Zéphyr, Data Analyst, Applied Statistics Lab (ASL)

- **Module 2: Variance estimation**
   Arnold Stromberg, Chair, Department of Statistics and Co-Director, Applied Statistics Lab (ASL)

- **Module 3:   Analysis of Survey Data using Stata**
  Dominique Zéphyr, Data Analyst, Applied Statistics Lab (ASL)

Today's Schedule

9:15 AM	**Coffee and Welcome (Gatton Lobby)**
	Introduction (B&E, 313)
9:30 AM	• Mark Peffley, Professor, Department of Political Science and Director and QIPSR
	• Arnold Stromberg, Chair, Department of Statistics and Co-Director, Applied Statistics Lab (ASL)
	Introduction to Sampling Techniques: Simple Random Samples versus Complex Samples
10:00 AM	• Abby Córdova, Assistant Professor, Department of Political Science
	• Dominique Zéphyr, Data Analyst, Applied Statistics Lab (ASL)
10:45 AM	**Coffee Break**
	Variance Estimation Techniques
11:00 AM	• Arnold Stromberg, Chair, Department of Statistics and Co-Director, Applied Statistics Lab (ASL)
12:00 PM	**Lunch Break**
	Analysis of Complex Survey Data using Stata (Computer Lab, B&E, 105)
1:00-2:30 PM	• Dominique Zéphyr, Data Analyst, Applied Statistics Lab (ASL)

Software Workshops:
>R, Stata, SAS, SPSS, MatLab, and ArcGIS.

2- or 3-day Statistical Workshops in May:
>"Spatial Regression Analysis" Paul Voss (May 2011)
>"Multilevel Modeling (MLM) Using Stata" Brandon Bartels (May 2011)
>"Missing Data and Applied Solutions" Fred Boehmke (May 2012)

Grant Workshops:
>"An Insider's Guide to Social Science Grants" Janice Almasi, Tom Janoski, Jim Ziliak Matthew Webster, Lawrence Gottlob, Anna Secor, Margot McCullers (February 2011)
>"Writing Successful NSF Dissertation Improvement Grants" Tom Janoski, Michael Samers, Emily Beaulieu (October 2011)
>"Grant-Writing Basics" Proposal Development Office (February 2012)

Statistical Workshops on Automated Text Analysis:
>"Automated Content Analysis for Social Scientists" Daniel Hopkins (March 2011)
>"Using TABARI, Text & Event Data Analysis " Phil Schrodt (November 2011)
>"How Censorship Allows Government Criticism but Silences Collective Expression" Gary King (April 2012)
>"Computer-Assisted Clustering and Conceptualization from Unstructured Text" Gary King (April 2012)

Annual Interdisciplinary Conferences
>"Immigration Policy in an Anti-Immigrant Era" (March 2011)
>""Rising Economic Inequality in the 21st Century" (March 2012)
>"The Polarized Electorate" (December 2012)

Other Statistical Workshops
>"New Directions in the Study of Political Geography" Demonstration of GIS software" James Gimpel (December 2010)
>"Voter Migration and the Geographic Sorting of the American Electorate" James Gimpel (December 2010)
>"How the News Shapes Perceptions of the Economy" Yanna Krupnikov (October 2011)
>"Seven Deadly Sins of Contemporary Quantitative Political Analysis" Phil Schrodt (November 2011)
>"Matching Methods for Causal Inference" Gary King (April 2012)

- 3 day workshop on **Applied Multilevel Models for Longitudinal and Clustered Data**, by Lesa Hoffman, **May 14-16**.

- Applied examples will be based on Stata, but software syntax for all examples provided in SAS, SPSS, too.
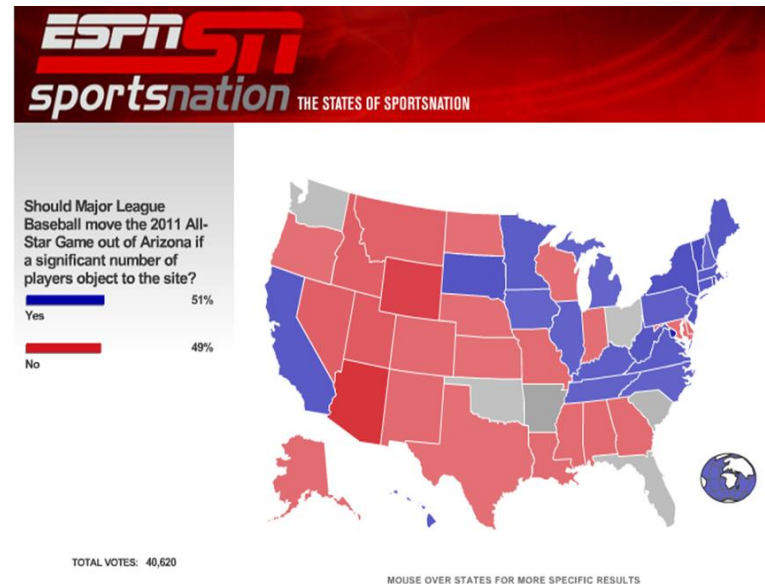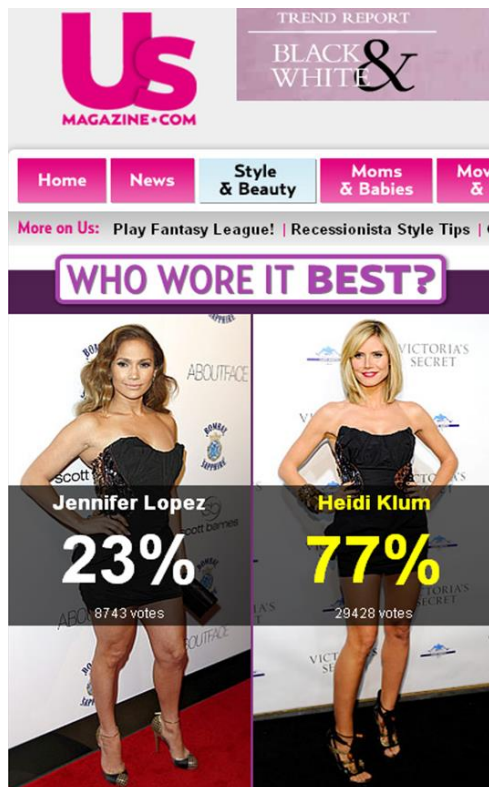
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Another name for this workshop:
"Survey Analysis: The Missing Manual"

- And most of us **think** we know what we're doing when analyzing survey data, but as we'll find out today that is probably not true.

- Personal goals:
  - I will know what I don't know about survey analysis.
  - I will be able to use Stata's "Survey Data Reference Manual" for something other than a door stop.

STATISTICS   GRAPHICS   DATA MANAGEMENT

stata

RELEASE 12

SURVEY DATA

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Transformation of Survey Research in the Last 15 Years

- Decline in landline phones & the rise of Internet surveys
- When will you find "Applied Survey Data Analysis" most relevant?
  - SLOP surveys? No.

Other Surveys?

- Other surveys
  - Survey Monkey, Qualtrics surveys to email addresses?
  - Mechanical Turk surveys: $.50/survey through Amazon?
  - Internet panel opt-in surveys: CCES (QIPSR)?
  - Knowledge Networks: maybe
- **Gold standard surveys**:
  - General Social Survey (Sociology)
  - American National Election Studies (Political Science)
  - World Values Surveys