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Workshop

«Multifactorial Survey Experiments (MFSEs) in Development Research»

Many problems in so-called developing countries can only be solved by involving citizens and changing social norms in societies. It is therefore crucial to learn more about individuals' beliefs, attitudes, preferences, and subjective norms. But survey research on such issues has to deal with different forms of bias. Respondents might untruthfully answer survey questions in line with social norms, political rules, and in a way to please the researchers. Further, in developing countries individuals are not always familiar with the concept of an interview. If respondents do not know how to behave in an interview situation, they might be generally more prone to agree with survey questions leading to a so-called acquaintance bias. MFSEs can help to avoid such biases because they do not measure the concepts directly via single survey items but indirectly, based on the variation of different factors. They further single-out the importance of different factors and combinations thereof for evaluating social, economic or political problems. Therefore, MFSEs can contribute to solving social problems. The workshop will provide an introduction to two types of MFSEs, specifically factorial survey experiments and stated choice experiments. Participants will learn how to design experiments, construct a questionnaire, collect data, build a dataset and analyse factorial survey data.

Outline

Day 1

Session 1 (90 Min.)

Uncovering Social Mechanisms: The Merits of Multifactorial Survey Experiments

(Participants will gain insights into the basic idea of multifactorial experiments, discuss some examples, and learn basic principles of conducting MFSEs.)

Session 2 (90 Min.)

Asking Good Questions: Some Basic Principles of Questionnaire Design

(Participants will get familiar with basic principles and pitfalls of developing a “good questionnaire.”)

Session 3 (90 Min.)

Bringing Ideas to Life: Developing a Factorial Survey Experiment

(Participants will develop their own factorial survey experiment; they will design the experiment and implement it in a questionnaire.)

Session 4 (90 Min.)

Transferring Ideas from Desk to Field: Collecting Factorial Survey Data

(Each participant will interview five or more individuals using the questionnaire they developed in the previous session. They will also learn how to setup a dataset based on the questionnaire.)

Day 2

Session 1 (90 Min.)

Getting to Know Your Data: Analysing Factorial Survey Data I

(Participants will learn how to analyse factorial surveys using the data they collected. They will use descriptive, bivariate and multivariate analyses, the latter two based on mean comparison tests and linear regression models.)

Session 2 (90 Min.)

Discovering Heterogeneity: Analysing Factorial Survey Data II

(Participants will learn how to analyse factorial survey data taking into account, in addition to the experimental attributes, respondent characteristics.)

Session 3 (90 Min.)

Studying Decision Making: Designing and Analysing Stated Choice Experiments I

(Participants will gain insights into the basic idea of stated choice experiments, another type of MFSE, discuss some examples, and learn basic principles of designing and conducting stated choice experiments.)

Session 4 (90 Min.)

Looking at People's Preferences: Designing and Analysing Stated Choice Experiments II

(Participants will gain insights into the design and analysis of stated choice experiments based on conditional logit models.)

Session 5 (60 Min.)

Reflecting on the Workshop: Talking about What We Have (Not) Learned

(Participants will have the opportunity to reflect on the workshop, to discuss topics that were not covered and to propose ideas for future workshops.)

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