Envisioning the Survey Interview of the Future

SURVMETH 895

Winter/Spring 2008

Instructor: Frederick Conrad

4025 ISR
fconrad@isr.umich.edu
734-936-1019

Course Description

This seminar will explore how emerging communication technologies might shape the survey interview of the future. First we will consider four phenomena studied in the social sciences that provide a framework for assessing the potential impact of new technologies on survey data: conversational grounding, satisficing, social presence, and deception. Then, with these ideas in mind, we will explore four technologies that seem promising for survey data collection: speech dialogue systems, video mediated communication, animated agents (a.k.a. virtual humans or embodied conversational agents) and Web 2.0. The course presupposes familiarity with the growing literature on cognitive aspects of survey methodology and on modes of survey data collection; SURV/SURVMETH 632 and SURV/SURVMETH 623 are prerequisites unless permission is obtained from the instructor.

Readings

One textbook will be required for class:

Conrad, F.G. & Schober, M.F. (2008). *Envisioning the Survey Interview of the Future*. New York: Wiley.

The other required readings can be downloaded from the University of Michigan Ctools web site for the course.

Course Requirements and Grading

Grades for the course will be based on:

- Participation in class discussion demonstrating understanding of the required readings (20% of grade);
- Four short papers, in which the student will design a study to fill some gap or resolve some issue on each topic (20% of grade each). The four papers will also be the basis for in-class presentations.

Schedule and Reading Assignments

Week 1 (January 10) Introduction to course and organizational meeting

Week 2: (January 17): Conversational Grounding

Clark, H. H., and Brennan, S. A. (1991). Grounding in communication. In L.B. Resnick, J.M. Levine, & S.D. Teasley (Eds.). *Perspectives on socially shared cognition* . Washington: APA Books.

Brennan, S. E. (1998). The grounding problem in conversation with and through computers. In S. R. Fussell & R. J. Kreuz (Eds.), *Social and cognitive psychological approaches to interpersonal communication* (pp. 201-225) . Hillsdale, NJ: Lawrence Erlbaum.

Conrad, F.G., Schober, M. F., & Coiner, T. (2007) Bringing features of human dialogue to web surveys. *Applied Cognitive Psychology*, 21, 165-188.

Week 3 (January 24): Satisficing

Conrad, F.G., Couper, M.P., Tourangeau, R. & Peytchev, A. (2006). Use and non-use of clarification features in web surveys. *Journal of Official Statistics, 22*,245-269.

Gray, W. D., & Fu, W.-t. (2004). Soft constraints in interactive behavior: The case of ignoring perfect knowledge in-the-world for imperfect knowledge in-the-head. *Cognitive Science, 28*(3), 359-382.

Krosnick, J. 1991. Response strategies for coping with the cognitive demands of attitude measures in surveys. *Applied Cognitive Psychology*, 5, 213-236

Simon, H. A. (1956) Rational choice and the structure of the environment. *Psychological Review*, 63, 129 – 138.

Week 4 (January 30): Social Presence

Nass, C., Moon, Y., & Carney, P. (1999). Are people polite to computers? Responses to computer-based interviewing systems. *Journal of Applied Social Psychology, 29*, 5, 1093-1110.

Sproull, L., Subramani, M., Kiesler, S., Walker, J.H. & Waters, K. (1996) When the interface is a face. *Human-Computer Interaction, 11*, 2, 97-124.

Tourangeau, R., Couper, M.P. & Steiger, D. M. (2003). Humanizing self-administered surveys: experiments on social presence in web and IVR surveys**.** *Computers in Human Behavior*, *19, 1, 1-24*

Week 5 (February 6): Deception

Barg, J.A., McKenna, K.Y.A., Fitzsimons, G.M. (2002). Can you see the real me? Activation and expression of the "true self" on the internet. *Journal of Social Issues, 58,* 1, 33-48.

Hancock, J. T. (2008). Disclosure and deception in tomorrow's survey interview: The role of information technology. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (179-194). Hoboken, NJ: Wiley.

Joinson, A. N. (2001). Self-disclosure in computer-mediated communication: The role of self-awareness and visual anonymity. *European Journal of Social Psychology, 31,* 177-192.

Tourangeau, R. & Yan, T. (2007). Sensitive questions in surveys. *Psychological Bulletin, 133,* 5, 859-883.

Week 6 (February 13): Video Mediated Communication

Anderson, A.H. (2008). Video mediated interactions and surveys. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 95-118). Hoboken, NJ: Wiley.

Fuchs, M. & Funke, F. (2007) Video web survey: Results of an experimental comparison with a text-based web survey. In Trotman, M. (Ed.) *Proceedings of the Association for Survey Computing's Fifth International Conference on the Impact of Technology on the Survey Process*, Southampton, England, September.

Krysan, M. & Couper, M.P. (2003). Race in the live and virtual interview: Racial deference, social desirability, and activation effects in attitude surveys. *Social Psychology Quarterly, 66*, 4, 364-383.

Week 7 (February 20): Student presentations

No Class: February 27)
Week 8 (March 5): Speech Dialog Systems

Bloom, J. (2008). The speech IVR as a survey interviewing methodology. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 119-136). Hoboken, NJ: Wiley.

Ehlen, P., Schober, M.F. & Conrad, F.G. (2007). Modeling speech disfluency to predict conceptual misalignment in speech survey systems. *Discourse Processes*, 44, 3, 245-266.

Johnston, M. (2008). Automating the survey interview with dynamic multimodal interfaces. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 137-160). Hoboken, NJ: Wiley.

Week 9 (March 12): Student Presentations

Week 10 (March 19): Animated Agents
Cassell, J. & Miller, P. (2008). Is it self-administration if the computer gives you encouraging looks? In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 161-178). Hoboken, NJ: Wiley.

Gong, L. (in press). How social is social responses to computers? The function of the degree of anthropomorphism in computer representations. *Computers in Human Behavior*, available on line.

Louwerse, M. Graesser, A. C., Lu, S. & Mitchell, H. H. (2005). Social cues in animated conversational agents. *Applied Cognitive Psychology, 19,* 693-704.

Pratt, J.A., Hauser, K., Ugray, Z., Patterson, O. (2007) Looking at human-computer interface design: Effects of ethnicity in computer agents. *Interacting with Computers, 19,* 512-523.

Week 11 (March 26): Student Presentations

Week 12 (April 2): Web 2.0
Couper, M. P. (2007). Whither the web: Web 2.0 and the changing world of web surveys. In Trotman, M. (Ed.), *Proceedings of the FifthAssociation for Survey Computing Cconference*, Southampton, England.

Fuchs, M. (2008). Mobile web surveys: a preliminary discussion of methodological implications. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 77-94). Hoboken, NJ: Wiley.

Joinson, A. & Dietz-Uhler, B. (2002). Explanations for the perpetration of and reactions to deceptions in a virtual community. *Social Science Computer Review, 20,* 3, 275-289.

Marx, G. T.(2008) Surveys and surveillance. In Conrad, F.G. & Schober, M.F. (Eds.) *Envisioning the Survey Interview of the Future* (pp. 254-266). Hoboken, NJ: Wiley

Turner, T.C., Smith, M.A., Fisher, D., Welser, H. (2005) Picturing Usenet: Mapping Computer-Mediated Collective Action. *Journal of Computer-Mediated Communication, 10*(4), article 7.
http://jcmc.indiana.edu/vol10/issue4/turner.html

Week 13 (April 9): Student Presentations