



27th Annual Morris Hansen Lecture

How Errors Cumulate: Two Examples

Speaker: Roger Tourangeau

Vice President, Westat

Discussants:

Kristen Olson, Associate Professor,
Department of Sociology, University of Nebraska-Lincoln

Jill Dever, Senior Research Statistician,
Division for Statistical and Data Sciences, RTI International

Abstract: Are there systematic relationships between different sources of survey errors? This talk examines two cases in detail — how coverage, selection, and nonresponse errors in non-probability web panels cumulate and whether there is a relationship between response propensities and data quality. With non-probability web panels, there seems to be overlap in the variables that affect someone’s propensity to have Internet access, to join a web panel, and to respond to specific survey requests. As a result, the different forms of errors accentuate each other and produce larger errors than surveys based on probability samples, even ones with very low response rates. Weighting helps reduce the biases from non-probability web panels but does not eliminate them. With nonresponse and data quality, unit and item nonresponse seem to be related, but there is less evidence that reluctant or hard-to-reach respondents provide less accurate answers than other respondents. Thus, there is at least partial independence between nonresponse and measurement error.

Thursday, October 11, 2018
3:30 – 5:30 pm

U.S. Dept. of Agriculture
Jefferson Auditorium

Independence Avenue
(between 12th and 14th Streets)

At the Smithsonian Metro Station
(Blue/Orange/Silver lines)

A reception will follow at 5:30 pm
on the Whitten Building Patio

Bio: Roger Tourangeau is Vice President and Associate Director at Westat. Before joining Westat in 2011, he was a Research Professor at the University of Michigan’s Survey Research Center and directed the Joint Program in Survey Methodology for ten years. He is an author on more than 90 research articles. He is also the lead author of a 2013 book on web surveys (*The Science of Web Surveys*) with Fred Conrad and Mick Couper, as well as lead editor of *Hard-to-Survey Populations*, published in 2014. His earlier book (*The Psychology of Survey Response*, with Lance Rips and Kenneth Rasinski) received the 2006 Book Award from the American Association for Public Opinion Research (AAPOR). In 2002, he received the Helen Dinerman Award, the highest honor given by the World Association for Public Opinion Research. He was elected a Fellow of the American Statistical Association in 1999, chaired the Survey Research Methods Section of the American Statistical Association in 2006, was the founding co-editor of the *Journal of Survey Statistics and Methodology*, and was President of AAPOR from 2016-2017. He has a Ph.D. in Psychology from Yale University.



Roger Tourangeau



Kristen Olson



Jill Dever

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