

Do people give extreme responses depending on the mode of data collection?

Introduction

- Research has found people will give more extreme positive responses through telephone surveys, opposed to surveys conducted online. One explanation of this could be people being unwilling to give negative responses to another individual.
- The reluctance of individuals to provide negative responses to another is known as the MUM effect. Such an effect can make assessing individuals taste and preferences more difficult, and the results less accurate. Being aware of possible inaccuracies, and adjusting for them can improve the inferences made from the data.
- This study examines the accuracy of prior research as concerns the Hispanic population.
- Accurate results are essential in understanding the tastes and preferences of the growing Hispanic population in the United States.

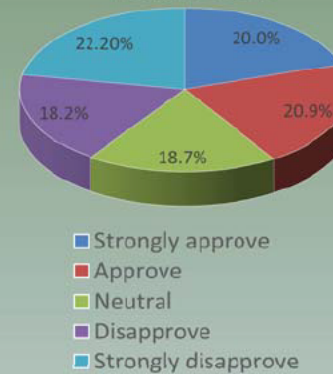
Hypothesis

- Ho: There is no difference between online and telephone responses.
- Ha: There is a difference between online and telephone responses.

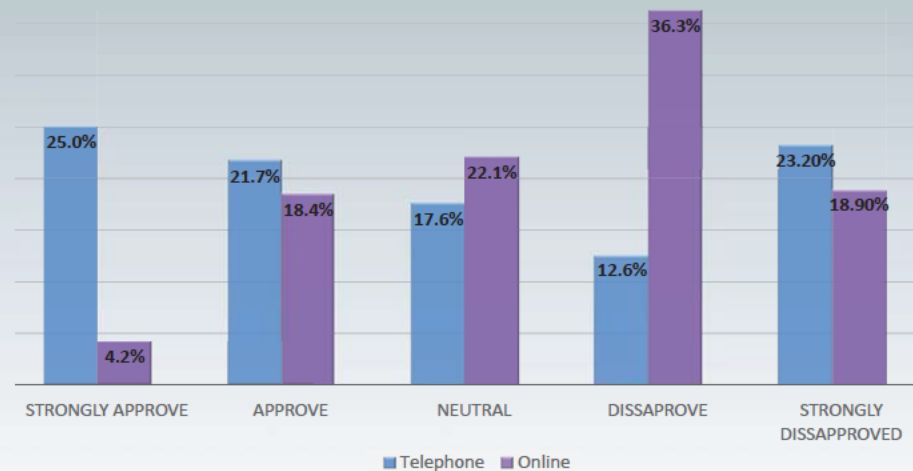
Methodology

- Data for our research project uses a hybrid data collection approach, using telephone and online survey, providing a more representative sample and more accurate results
- The research project consists of 500 completed surveys from the national Hispanic population
- 250 from a random sample using interactive voice response (IVR) data collection and 250 from an online panel

Graph 1: Hispanic Approval Rating of President Obama



Graph 2: Modes of Data Collection: Online vs Telephone



Results

- Based on our results, 25% out of the 613 observations strongly approve of President Obama while only 4.2% of the 190 individuals surveyed online had similar views (graph 2). Thus, there is a significant difference the approval rating of Obama surveyed between the phone and online, where $\chi^2(4, n=803) = 79.630$, $p < 0.01$. There is a small but statistically significant relationship between the variables where $\phi = 0.315$.

Discussion

- Our results support the findings by Ye Cong (2011). That is, surveys conducted over the phone present more extreme positive responses.

References

- Ye, Cong 2011. "More Positive or More Extreme? A Meta-Analysis of Mode Differences in Response Choice." *Public Opinion Quarterly* 75 (2): 349-365.