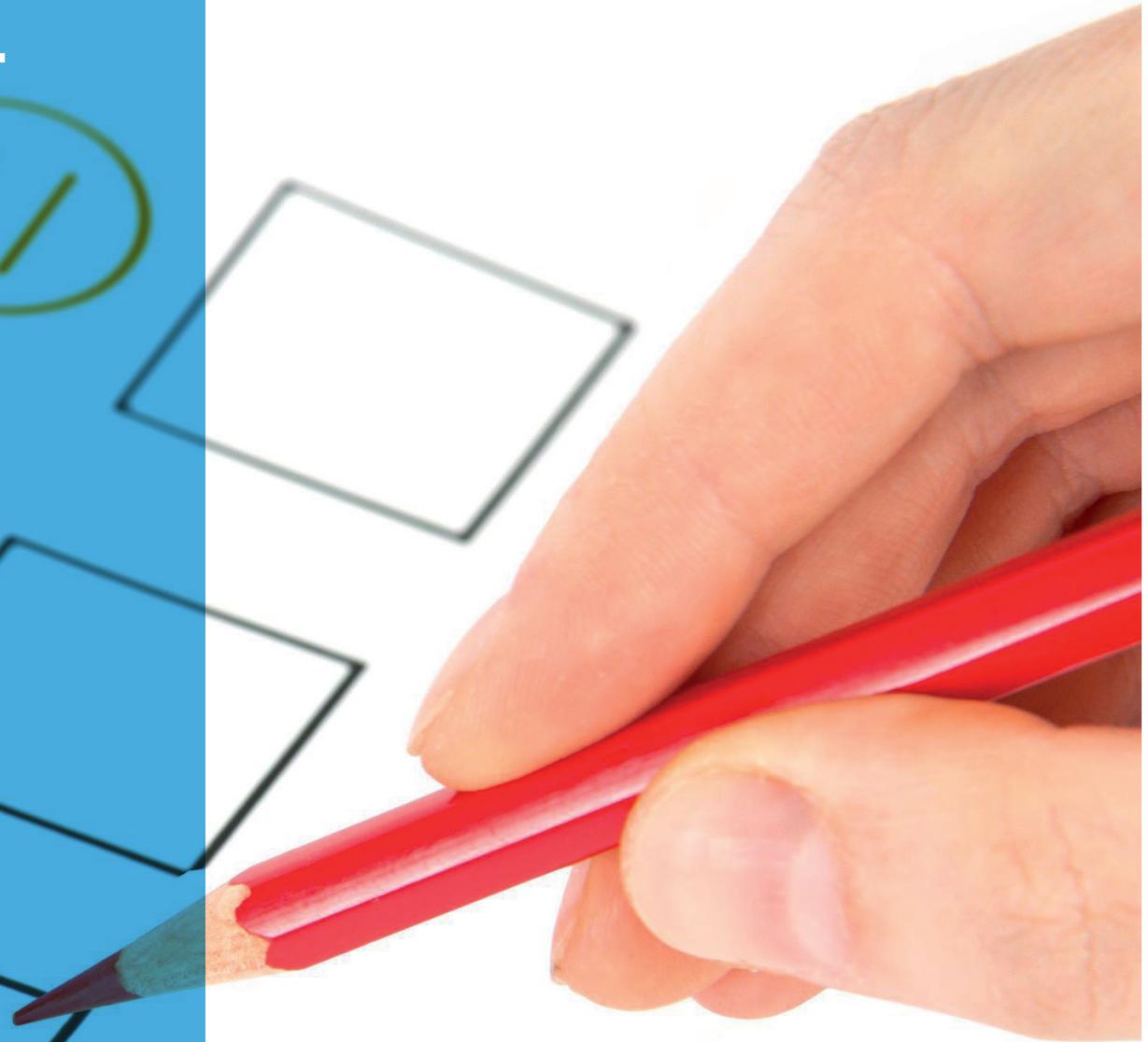


3 METHODOLOGICAL ISSUES: SOCIOLOGICAL TAKE ON BI SURVEY



CHALLENGE: DISCREPANCY BETWEEN THE LOGIC OF THE RESPONDENT AND THE RESEARCHER.

Do you wear a mask?

Hidden question:

What do we mean by 'wearing a mask'?
(were, when, how often etc.)



RESEARCHER:
According to official
regulations



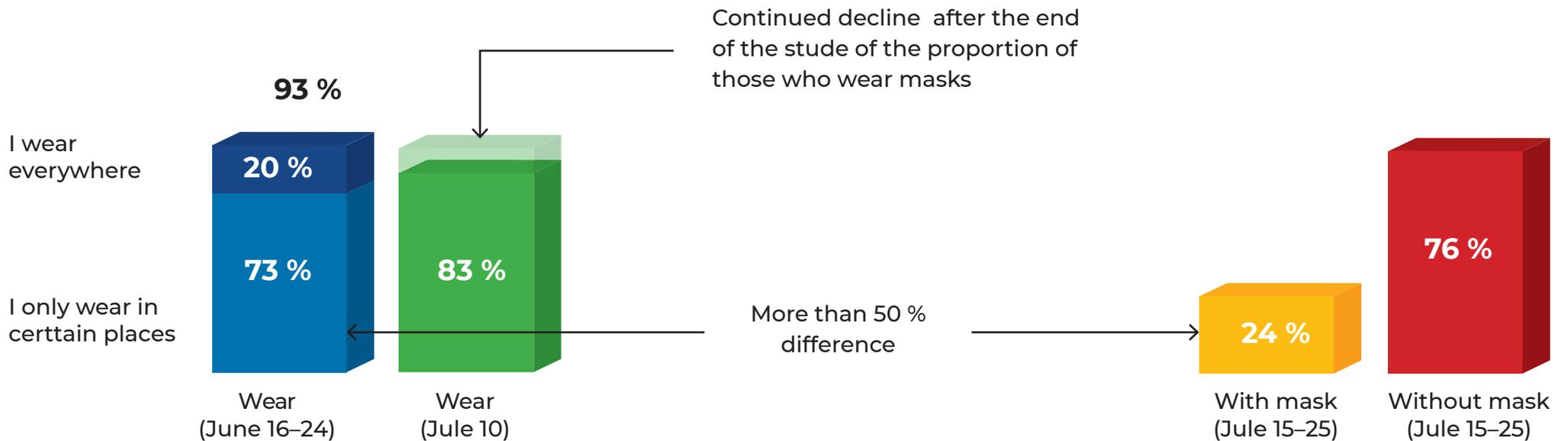
RESPONDENT:
According to my
own understanding

WHAT CAN WE DO?

- Add questions to clarify respondent's position
- Do oral pilot study of the wave questionnaire
- Try to question respondents following their logic and using their language, rather than using 'correct', scientific terms
- Use more qualitative approaches. They can be very fruitful.

CHALLENGE: DISCREPANCY BETWEEN REAL BEHAVIOR AND RESPONSES.

Do you wear a mask in public? (based on opinion polls)



WHAT CAN WE DO?

- Treat responses as tendencies, not real behavior
- Check behavioral data using other sources
- Treat behavioral questions as attitudes and not the behavior itself. Attitudes ≠ Behavior.
- Use appropriate techniques to decrease influence of social desirability (e.g. list experiment, item count technique, unmatched item count technique)

CHALLENGE: IN GENERAL, PEOPLE ARE NOT "RATIONAL".



RESEARCHER:
"Tell me your thoughts
on this subject."

RESEARCHER:
"So you understand this
measure is reasonable,
and you support it,
correct?"



RESPONDENT:
"I'm not interested
in reflecting on this
subject... "

RESPONDENT:
"Why?"

WHAT CAN WE DO?

- Mind the "irrationality"
- Use projective questions
- Add 'I don't know' option to compensate the imperfect questionnaire
- Make sure your questions match the respondent's expertise.

Thank you for your attention!