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Abstract

This document contains a bibliographic list of articles that will help you build your survey methodology skills. It is not meant to be “comprehensive” or “exhaustive,” just sufficient to get you started. Each day more and more publications can be found that attend to the issues we cover in the survey methodology course. Thus, keeping abreast of the latest findings is also important to your education.

**Literature for Survey Methodology Seminar**

Readings to Reinforce Survey Work

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| **🞜 Attitudes-Behavior Relations 🞜** |

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| **🞜 LCA Examples 🞜** |

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| **🞜 Model Fit Indices (# of Latent Classes) 🞜** |

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Beckstead, J. W. (2012). Isolating and examining sources of suppression and multicollinearity in multiple linear regression. *Multivariate Behavioral Research, 47*, 224-246.

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| **🞜 Variable vs. Person-Centered Approaches 🞜** |

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| **🞜 Weighting (Schemes and Reasons) 🞜** |

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Gelman, A. (2007). Struggles with survey weighting and regression modeling. *Statistical Science, 22*(2), 153-164.

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| **🟍 Additional Instruments Readings 🟍** |

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Fleming, J. S., & Courtney, B. E. (1984). The dimensionality of self-esteem: II. Hierarchical facet model for revised measurement scales. *Journal of Personality and Social Psychology, 46*, 404-421.

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Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton Universsty Press.

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| **🟍 Social Exchange Theory 🟍** |

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Cropanzano, R., & Mitchell, M. S. (2005). Social exchange theory: An interdisciplinary review. *Journal of Management, 31*(6), 874-900.

Emerson, R. M. (1976). Social exchange theory. *Annual Review of Sociology*, *2*, 335-362.

Nakonezny, P. A., & Denton, W. H. (2008). Marital relationships: A social exchange theory perspective. *The American Journal of Family Therapy, 36*, 402-412. (for married couples!)

Unger, J., & Johnson, C. A. (1995). Explaining exercise behavior and satisfaction with social exchange theory. *Perceptual and Motor Skills, 81*, 603-608.

Xia, J., Wu, T., & Zhou, L. (2021). Sharing of verified information about COVID-19 on social network sites: A social exchange theory perspective. *International Journal of Environmental Research and Public Health, 18*, 1260.

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| **🟍 Good Books 🟍** |

Dillman, D. A., Smyth, J. D., & Christian, L. M. (2009). *Internet, mail, and mixed-model surveys: The Tailored Design Method* (3rd ed.). New York, NY: John Wiley & Sons.

Gideon, L. (Ed.) (2012). *Handbook of survey methodology for the social sciences*. New York, NY: Springer.

Goyder, J. (2019). *The silent minority: Nonrespondents on sample surveys*. New York, NY: Routledge

Heeringa, S. G., Weset, B. T., & Berglund, P. A. (2010). *Applied survey data analysis*. Boca Raton, FL: CRC Press.

Robinson, S. B., & K. F. Leonard (2019). *Designing quality survey questions*. Los Angeles, CA: Sage Publications

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| **🞜 Books by the Lecturer 🞜** |

**Scheier, L. M.** (Ed.). (2015). *Handbook of adolescent drug use prevention: Research, intervention strategies, and practice*. Washington, DC: American Psychological Association.

**Scheier, L. M.,** & Hansen, W. B. (Eds.) (2014). *Parenting and teen drug use: The most recent findings from research, prevention, and treatment*. New York, NY: Oxford University Press.

**Scheier, L. M.** (Ed.). (2010). *Handbook of drug use etiology: Theory, methods, and empirical findings*. Washington, DC: American Psychological Association Books.

**Scheier, L. M.,** & Dewey, W. L. (Eds.) (2008). *The complete writing guide to NIH behavioral science grants*. New York, NY: Oxford University Press.

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| *Note*: The articles listed above are only meant to get you started reading seminal works in the various topic areas. This list is by no means meant to be “comprehensive” coverage of the different scholary areas. Many of the issues that arise in survey methodology (i.e., sampling frame, sample size, constructing and fielding a survey, response formats, item content, incentives, missing data, attention checks, survey length, subgroup analyses, to name a few) are quite complex and necessitate careful reading along with weighing the pros and cons for the use of various techniques (i.e., treatment of missing data is an open book). Plus, there is no definitive word in some cases, for instance, how many data sets to impute with missing data, how many focus groups to conduct before fielding a survey, or how big a sample is required for cognitive pretesting a survey. Please consider the list provided above as a means of introducing you to the complexity of survey methodology. The seminar will walk you through some of the considerations (e.g., analytic techniques to detect subgroup heterogeneity, theories that drive survey content, item construction, and the quality of survey data collected using web-based online data collection approaches). |