

## RESPONSE BIAS PROPOSAL:

I (Mr. Paley) am interested in seeing the effects of response bias when interviewing or surveying individuals. I have designed an experiment where the treatment is “wording of a question”. This is how the experiment was designed....I first got a sample of subjects that were supposed to represent the population of interest. My population of interest is ALL New Paltz HS students and my sample was a convenience sample (I used the students that were in my block 1A and 4A statistics classes). I know that to truly get a representative sample I should be doing a SRS but do to time and institutional constraints I did not do that. I will cautiously put faith into my overall results because of that flaw.

After obtaining my subjects, I had them answer a basic YES/NO question about their opinion on continue funding of the government aerospace program. But before the actual question, about half of the subject received a “fluffed” question with positive attributes about the program and another group had a negatively “fluffed” question. (see attachment for the actual questions used)

The parameter I am interested in with this experiment is the true difference in percents between those two questions.

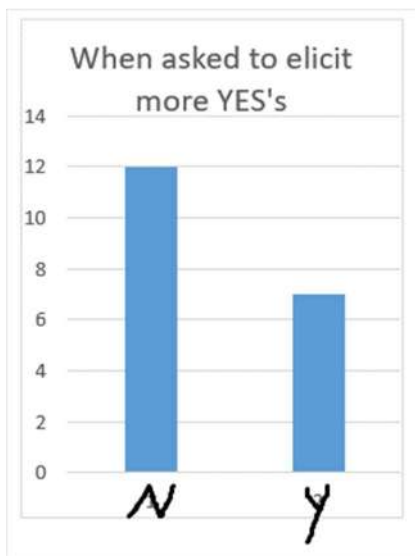
The statistic I will calculate is the difference in percents between those two questions that I saw happen.

Here is my actual data:

When asked in a way to elicit a yes to cutting the funding (meaning the negatively worded question) there were 12 No's and 7 yes's

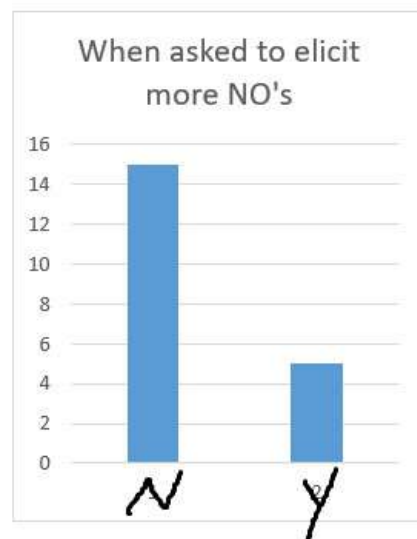
When asked in a way to elicit a no response (meaning more positively worded there were 15 No's and 5 yes's

Here are bar-graphs of that data:



**7/19 = 36.8% actually said YES**

**12/19 = 63.2 actually said NO**



**15/20 = 75% actually said NO**

**5/20 = 25% actually said YES**

These statistics are somewhat different than what I expected. I expected that when asked to elicit a YES a much larger percent of subject would have said yes.

Because of these calculations I cannot say definitively that "wording of a question" causes a response bias. This could be due to the fact that the subjects already had a strong opinion on the topic and my "fluffing" the questions did not impact actual responses or it could be I did not have a well-represented sample of students or a large enough sample size.

Again, ideally there would have been a drastic difference between the percent of yes's I witnessed from the two groups and the percent of no's I witnessed from the two groups.