
Factorial surveys and choice experiments - construction, analysis and validity in the study of societal tensions

Session of the Section "Methods of Empirical Social Research"
German Sociological Association (DGS)

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Call for Papers

Experimental designs in surveys, such as factorial surveys and conjoint analyses, have become increasingly established in sociological research in recent years. On the one hand, this family of methods is highly flexible and allows for a tailor-made investigation of sociological questions in different research contexts. On the other hand, it is important to understand the advantages and disadvantages associated with these methods. Recently, there are still relatively few methodological studies on construction principles, analytical procedures and the resulting aspects of data quality and quality of results. The session aims to collect and discuss recent results of relevant methodological studies and methodological developments on vignette experiments.

Submissions that investigate methodological questions on the following aspects in factorial surveys, discrete choice experiments or related procedures are particularly welcome:

Theoretical and methodological foundations

- Models of response behaviour in vignette experiments or related procedures
- Advantages and disadvantages in the investigation of different sociological concepts (value judgements, attitudes, behavioural intentions)
- Sources of error (design and presentation, respondent, interviewer, survey mode)

Data collection and data analysis

- Aspects of the experimental design (between vs. within-subjects-design, vignette samples, choice sets)
- Presentation format & survey mode (PAPI, CATI, CAPI, CAWI)
- Response scales & response quality (effects of social desirability, order and fatigue effects)
- Strategies for recruiting the respondent sample
- Linkages with other data sources
- Special features of data analysis (e.g. multi-level structure, effect bias)

Validity of results

- Representation of theoretical constructs (construct validity)
- Robustness (internal validity)
- Transferability / comparability / replicability (external validity)

Please submit your abstract of max. 500 words in English or German by e-mail to Hawal Shamon (h.shamon@fz-juelich.de) and Knut Petzold (knut.petzold@rub.de) by 15th of April 2020.

We would be pleased to welcome you in Berlin.

Knut Petzold (Ruhr University Bochum)

and

Hawal Shamon (Forschungszentrum Jülich, Institute of Energy and Climate Research Systems Analysis and Technology Evaluation)