

SURVEY RESEARCH METHODS MODULE POLLING SLIDES



Public Opinion Polling Methods

AAPOR Standards and Roper Center Resources

Introduction to Public Opinion Polling

Public Opinion Polling: systematic collection of individuals' views.







History and Importance



First modern polls in 1930s (Gallup, Roper, Crossley)



Provided alternatives to informal straw polls



Public opinion polls influence media, politics, and policy

Link: https://ropercenter.cornell.edu

Sampling in Public Opinion Polls

Probability sampling: ensures representativeness Random digit dialing, address-based sampling Challenges: declining response rates, cell-only households Link: https://aapor.org/publications- <u>resources/reports/</u>

Survey Modes

- Telephone (landline & cell)
- In-person interviews (e.g., ANES, GSS)
- Mail surveys
- Online/web-based surveys
- Mixed-mode surveys
- % Link: https://ropercenter.cornell.edu/ipoll

Questionnaire Design

AAPOR guidelines stress clarity, neutrality, and balance

Avoid double-barreled, leading, or biased questions

Pretesting and translation for diverse populations

Link: https://www.aapor.org/Standards- Ethics/Best-Practices

Transparency and Reporting

AAPOR Transparency Initiative: disclosure of methods

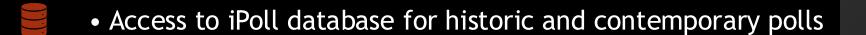
- Sample size, margin of error, field dates
- Question wording and order effects
- Link: https://aapor.org/standards-and-ethics/transparency-initiative/

Ethical Standards

- Voluntary informed consent
- Protecting confidentiality
- Avoiding push polls and deceptive practices
- Link: https://aapor.org/standards-and-ethics/

Using Roper Center Data





• Resource for teaching and research

Link: https://ropercenter.cornell.edu/ipoll

Public opinion polls provide vital insights into democracy

Conclusion

High-quality polls depend on probability sampling, good question design, and transparency

AAPOR and Roper Center set the standards for credibility

https://www.aapor.org

https://ropercenter.cornell.edu