

# **SURVEYMAN: Programming and Debugging Surveys**

**Emma Tosch** & Emery Berger  
University of Massachusetts

Surveys are Ubiquitous

# Surveys are Ubiquitous

## Sample Customer Satisfaction Survey

For each of the following statements about Elliance, Inc., please indicate whether you: Strongly Agree (1); Somewhat Agree (2); Neither Agree nor Disagree (3); Somewhat Disagree (4); Strongly Disagree (5).

### 1: Experience and Expertise

	1 Strongly Agree	2 Somewhat Agree	3 Neither Agree Nor Disagree	4 Somewhat Disagree	5 Strongly Disagree
You are helpful in diagnosing the causes of our problem areas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You document your work activities well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You don't wait for me to initiate everything; you anticipate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You stay current with new developments and technology in your industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You have a good understanding of our business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2: Communications

	1 Strongly Agree	2 Somewhat Agree	3 Neither Agree Nor Disagree	4 Somewhat Disagree	5 Strongly Disagree
Your communications are free of jargon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Industry**

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	1 Strongly Agree	2 Somewhat Agree	3 Neither Agree Nor Disagree	4 Somewhat Disagree	5 Strongly Disagree
Your communications are free of jargon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Industry**

### How I Feel About My Life

	Strongly Agree	Agree a Little	Neither Agree nor Disagree	Disagree a Little	Strongly Disagree	No Answer
There are a lot of people I like to hang out with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to get together with friends as much as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have people in my life who really care about what's happening to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If for some reason I were in jail, there are people I could get who would bail me out.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I were sick or hurt and I needed someone to take me to the hospital, I would have no trouble finding someone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I were hungry and had no money to buy food, there are people I know who would give me food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I were in trouble and some people were going to try to hurt me, there are other people I could get protection from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Psychometrics**

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You don't wait for me to initiate everything; you anticipate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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### 2: Communications

	1 Strongly Agree	2 Somewhat Agree	3 Neither Agree Nor Disagree	4 Somewhat Disagree	5 Strongly Disagree
Your communications are free of jargon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Industry**

### How I Feel About My Life

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**Psychometrics**

Table 2. Russians Have Generally Positive Views of Stalin

Question asked: How would you assess Stalin's role in the history/life of our country?

Russia	1994**	2003	2006	2008	2009	2010	2011
Generally positive*	27	53	42	42	49	51	45
Generally negative*	47	38	33	37	33	30	35
Don't know	19	14	21	21	18	19	20

**Politics**

\* Amalgamated answers: "entirely positive" combined with "mostly positive" and "mostly negative" with "entirely negative."

\*\*The 1994 poll used a different scale; along with the variants shown, the poll also offered the additional prompt "insignificant role," which was chosen by 5 percent of those polled.



# Typical Workflow

# Typical Workflow





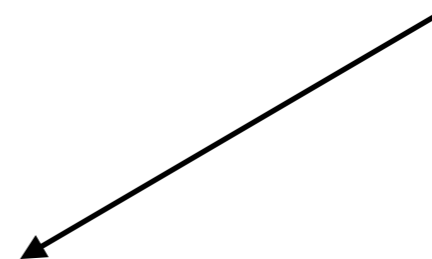
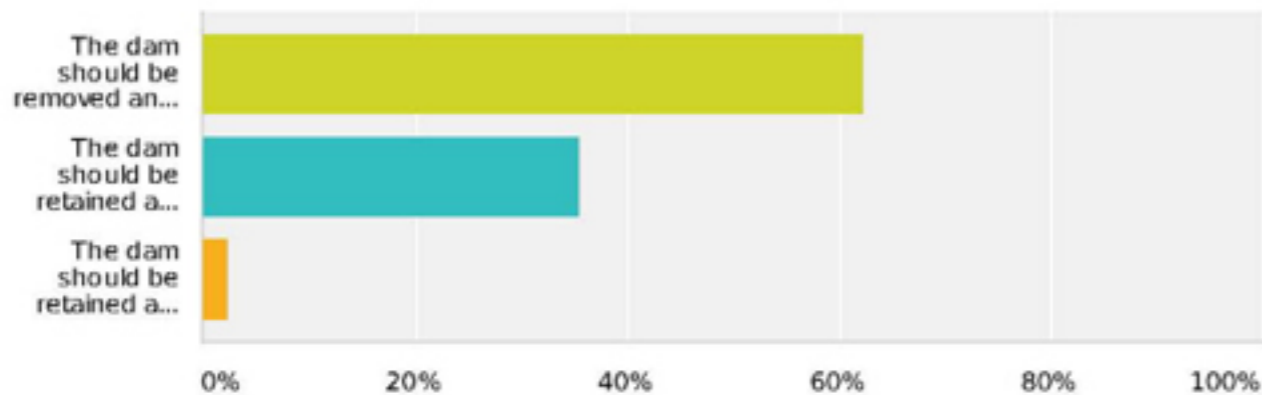
# Typical Workflow



# Typical Workflow



**Q5 What do you think should happen with Mirror Pond?**

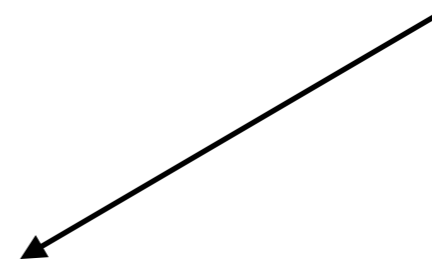
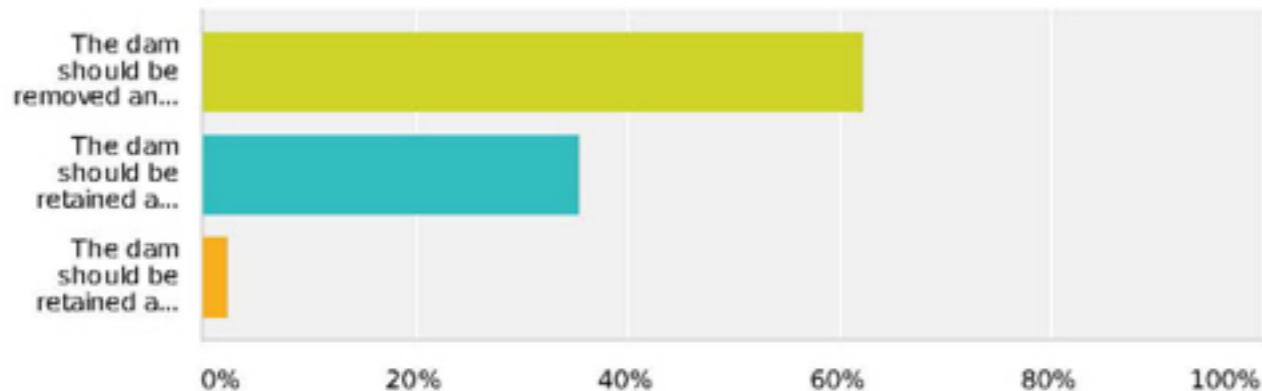


# Typical Workflow

**Write  
your  
Program**



**Q5 What do you think should happen with Mirror Pond?**



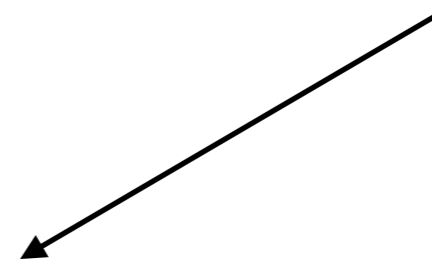
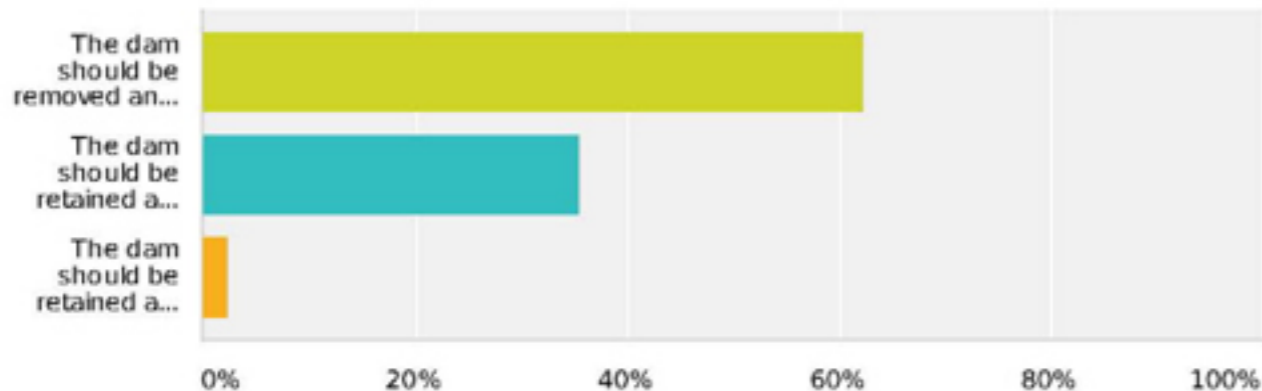
# Typical Workflow

**Write  
your  
Program**



**Run It  
(once,  
maybe  
twice)**

Q5 What do you think should happen with Mirror Pond?



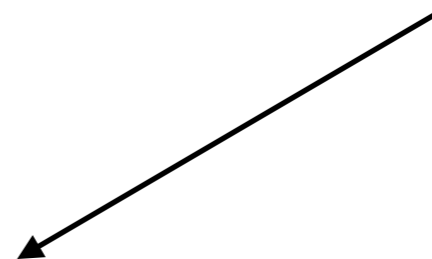
# Typical Workflow

**Write  
your  
Program**



**Run It  
(once,  
maybe  
twice)**

**Analyze Results  
(and we're done)**



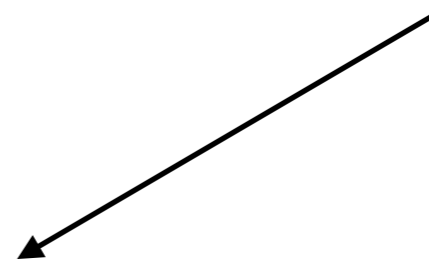
# Typical Workflow

**Write  
your  
Program**



**Run It  
(once,  
maybe  
twice)**

**Analyze Results  
(and we're done)**



**anything missing?**

**I DON'T ALWAYS TEST MY  
CODE**



**BUT WHEN I DO I DO IT IN  
PRODUCTION**

**I DON'T ALWAYS TEST MY  
CODE**



Random  
Respondents

**BUT WHEN I DO I DO IT IN  
PRODUCTION**



**I DON'T ALWAYS TEST MY  
CODE**

**Random  
Respondents**

**Wording Bias**

**BUT WHEN I DO I DO IT IN  
PRODUCTION**

**I DON'T ALWAYS TEST MY  
CODE**

**Random  
Respondents**

**Wording Bias**

**Breakoff**

**BUT WHEN I DO I DO IT IN  
PRODUCTION**

**I DON'T ALWAYS TEST MY  
CODE**

**Random  
Respondents**

**Order Bias**

**Wording Bias**

**Breakoff**

**BUT WHEN I DO I DO IT IN  
PRODUCTION**

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Respondents**

**Order Bias**

**Wording Bias**

**Breakoff**

**Lazy  
Respondents**

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INVALID

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Wording Bias

Breakoff

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Respondents

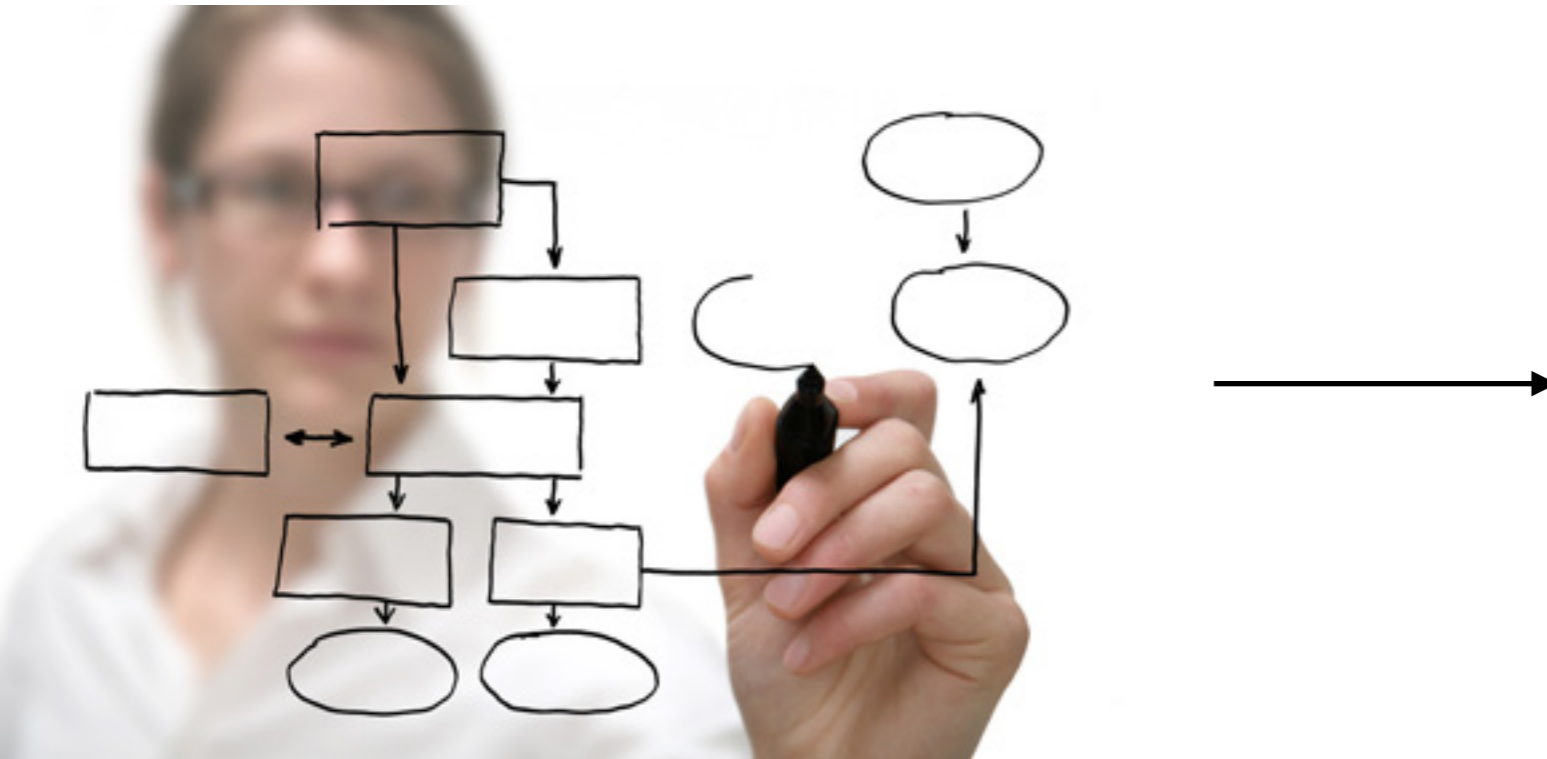
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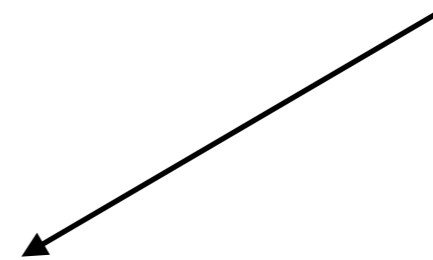
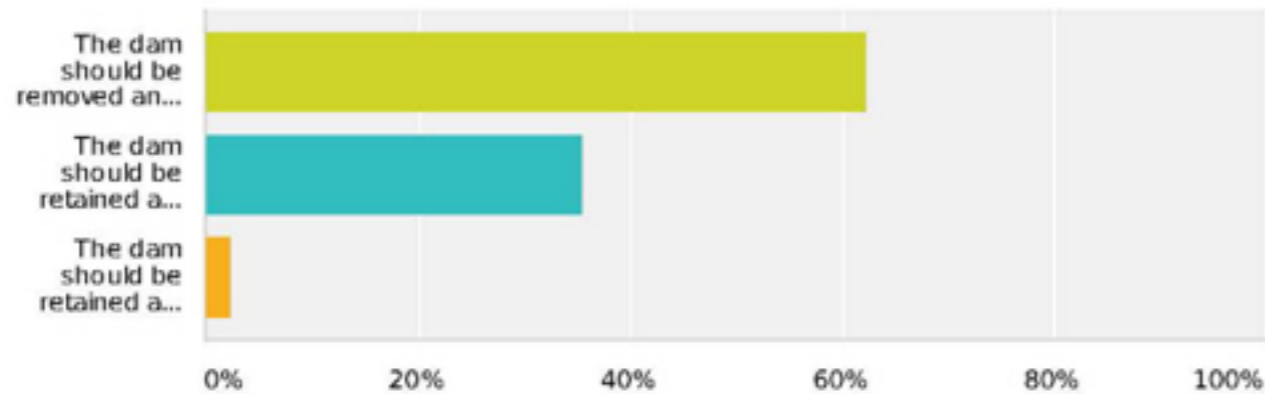
**urveyMan**

For Programming and Debugging Surveys

# SurveyMan Workflow



**Q5 What do you think should happen with Mirror Pond?**



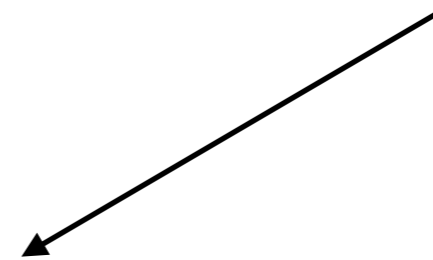
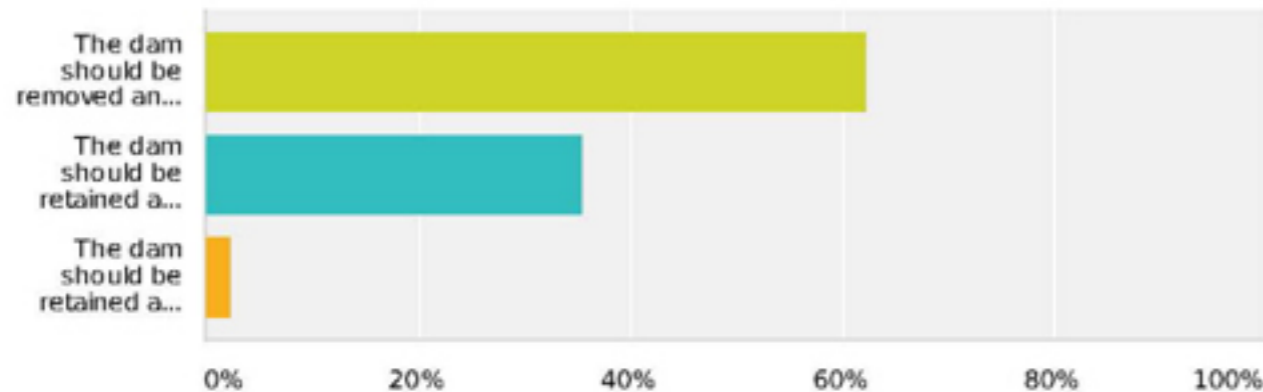


# SurveyMan Workflow

Block	Question	Options	ordered	freetext
1	What is your age?	18-25	yes	
1		26-35	yes	
1		36-45	yes	
1		46-55	yes	
1		66+	yes	
1	Are you a native speaker of English?	Yes	no	
1		No	no	
2	Please say both words aloud. Which one would you say?	definitely corvette-licious	yes	
2		probably corvette-licious	yes	
2		probably corvette-alcious	yes	
2		definitely corvette-alcious	yes	
2	Please say both words aloud. Which one would you say?	definitely stampede-licious	yes	
2		probably stampede-licious	yes	
2		probably stampede-alcious	yes	
2		definitely stampede-alcious	yes	
2	Please say both words aloud. Which one would you say?	definitely berlin-licious	yes	
2		probably berlin-licious	yes	
2		probably berlin-alcious	yes	
2		definitely berlin-alcious	yes	
2	Please say both words aloud. Which one would you say?	definitely typhoon-licious	yes	
2		probably typhoon-licious	yes	
2		probably typhoon-alcious	yes	
2		definitely typhoon-alcious	yes	

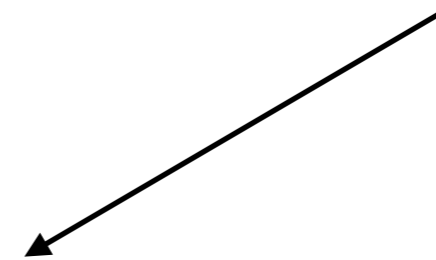


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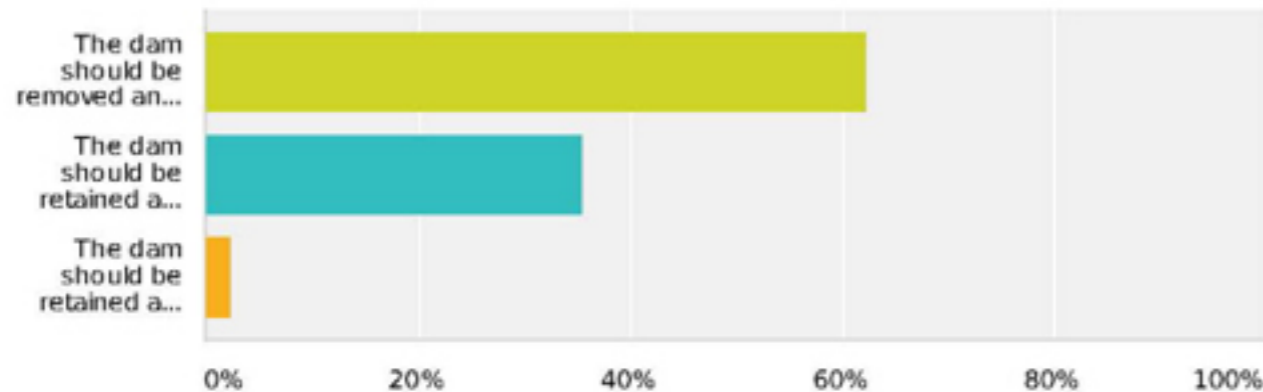


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2		probably typhoon-alcious	yes	
2		definitely typhoon-alcious	yes	

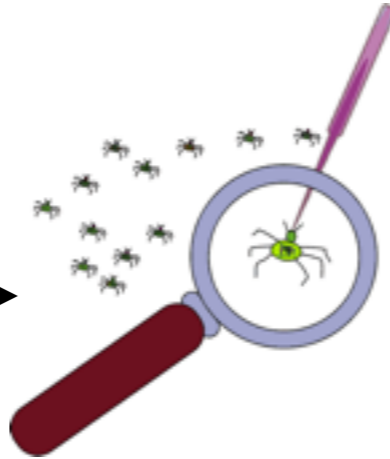


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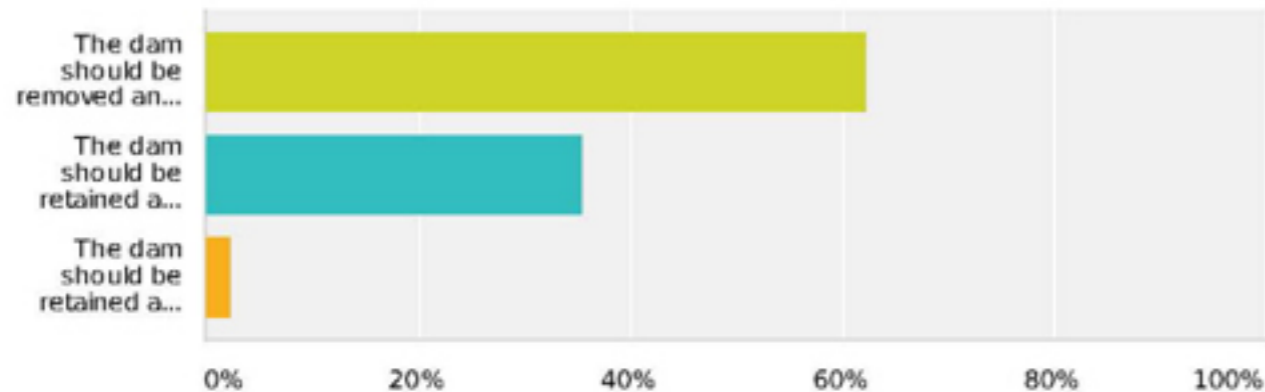


# SurveyMan Workflow

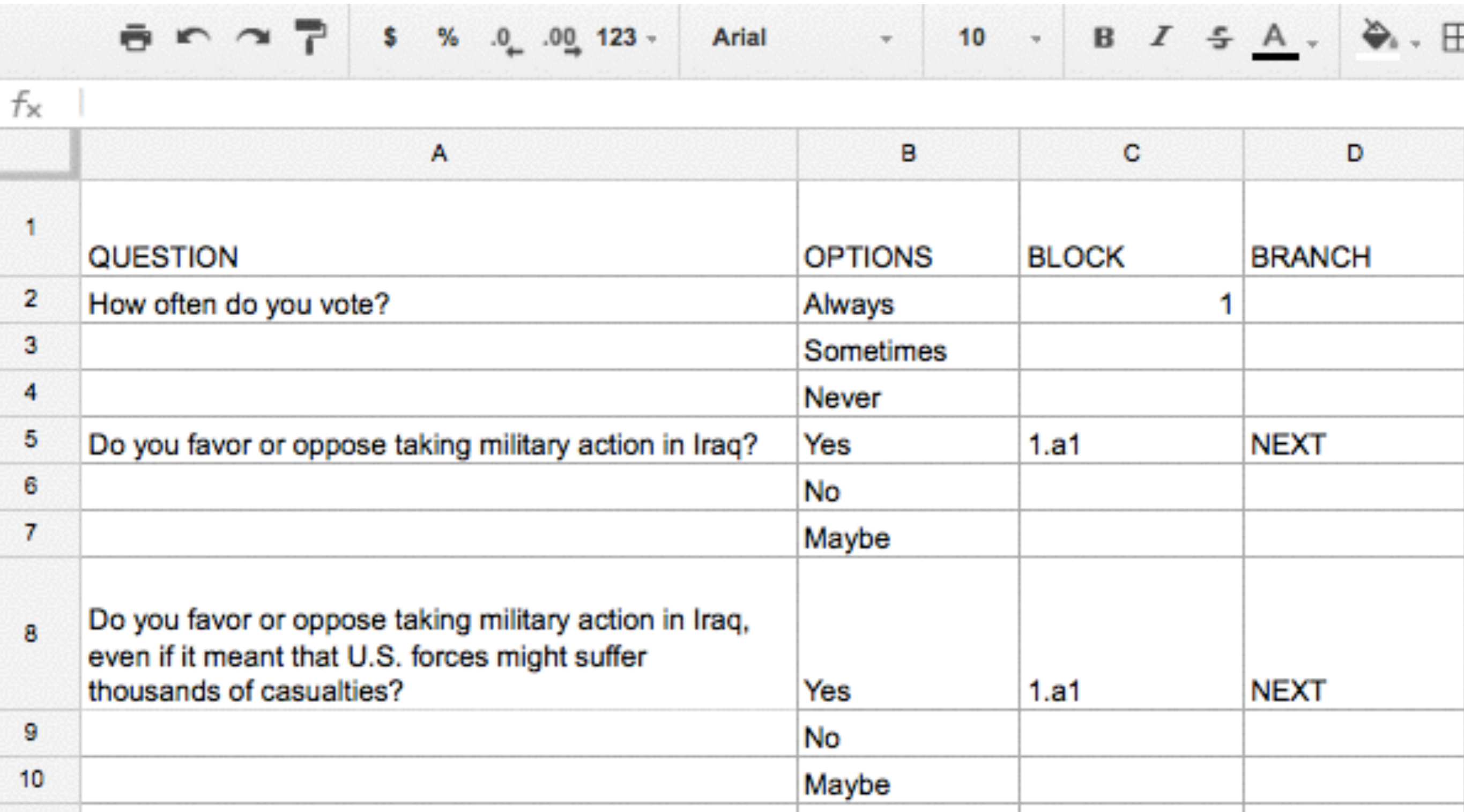
Block	Question	Options	ordered	freetext
1	What is your age?	18-25	yes	
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**Q5 What do you think should happen with Mirror Pond?**



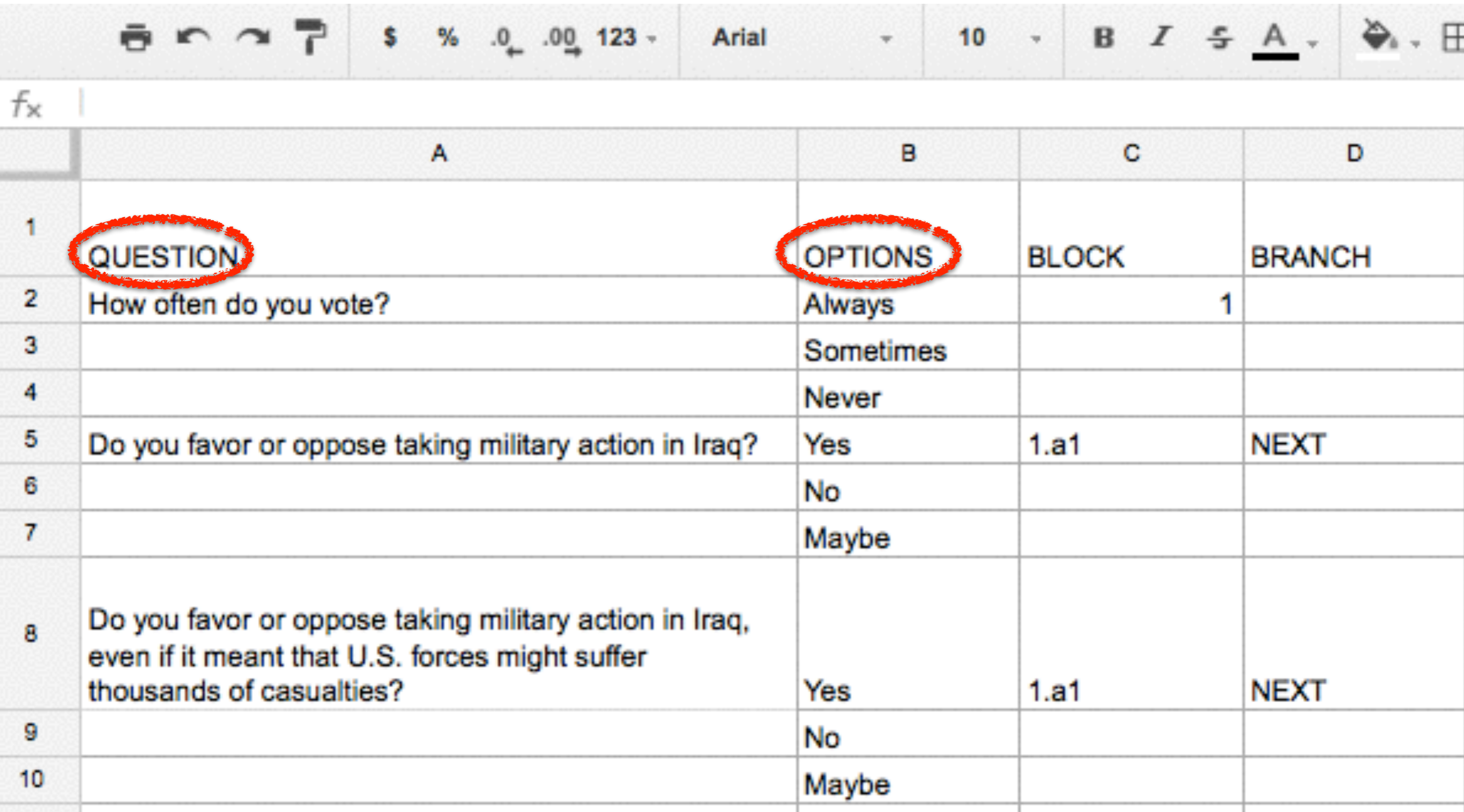
# Language Overview



The image shows a spreadsheet application interface. At the top is a toolbar with various icons for printing, undo, redo, and help. Below the toolbar is a formula bar labeled 'fx'. The spreadsheet grid has four columns labeled A, B, C, and D. The first row (row 1) contains the headers: QUESTION, OPTIONS, BLOCK, and BRANCH. The second row (row 2) contains the question 'How often do you vote?' in column A, and 'Always' in column B, '1' in column C, and an empty cell in column D. The third row (row 3) contains 'Sometimes' in column B. The fourth row (row 4) contains 'Never' in column B. The fifth row (row 5) contains the question 'Do you favor or oppose taking military action in Iraq?' in column A, 'Yes' in column B, '1.a1' in column C, and 'NEXT' in column D. The sixth row (row 6) contains 'No' in column B. The seventh row (row 7) contains 'Maybe' in column B. The eighth row (row 8) contains the question 'Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?' in column A, 'Yes' in column B, '1.a1' in column C, and 'NEXT' in column D. The ninth row (row 9) contains 'No' in column B. The tenth row (row 10) contains 'Maybe' in column B.

	A	B	C	D
1	QUESTION	OPTIONS	BLOCK	BRANCH
2	How often do you vote?	Always	1	
3		Sometimes		
4		Never		
5	Do you favor or oppose taking military action in Iraq?	Yes	1.a1	NEXT
6		No		
7		Maybe		
8	Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?	Yes	1.a1	NEXT
9		No		
10		Maybe		

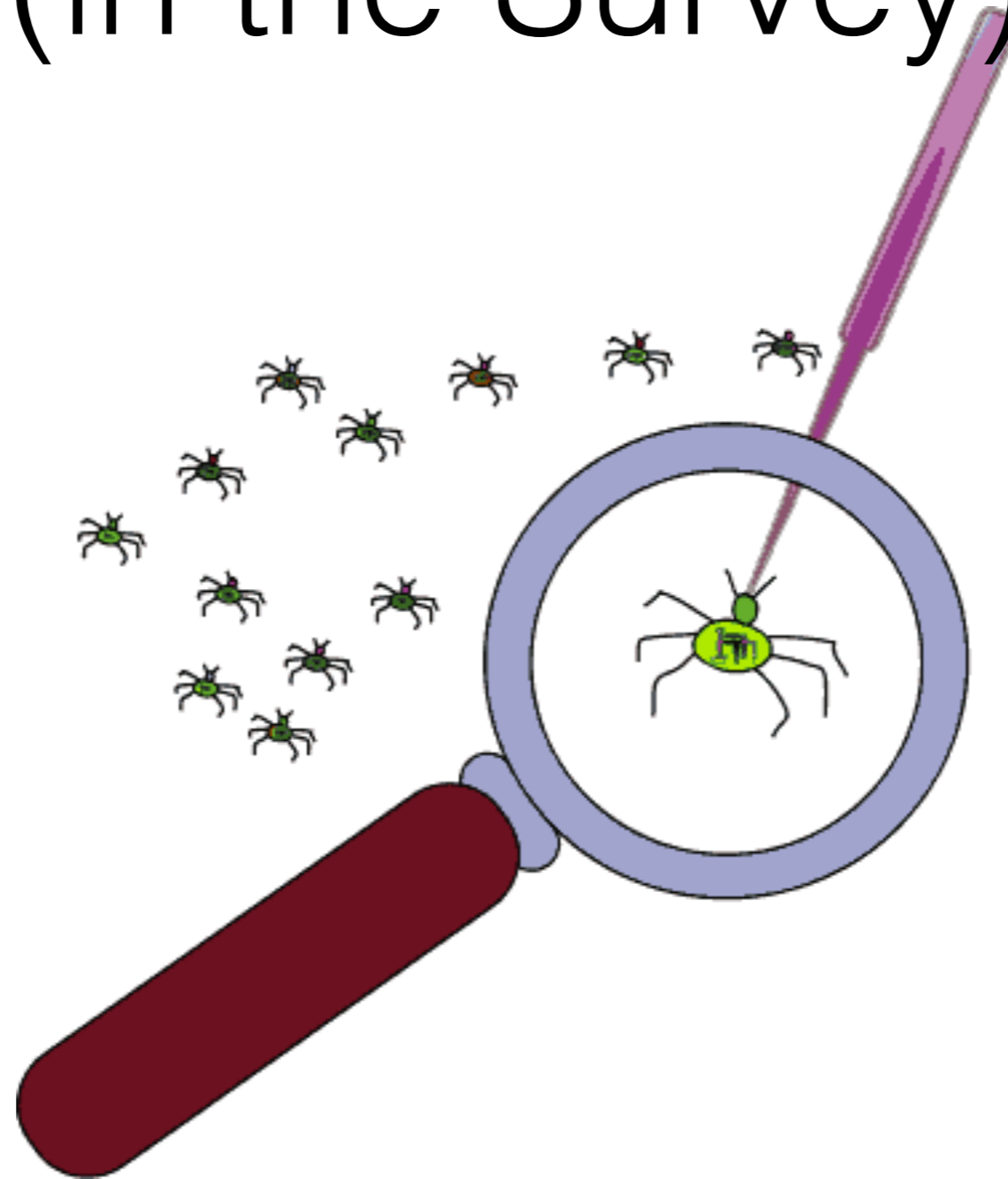
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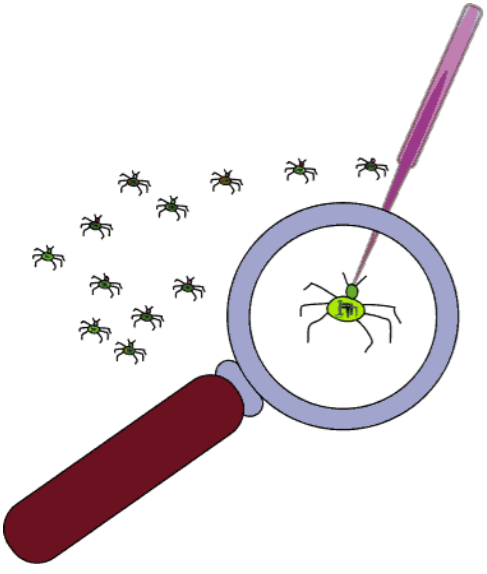


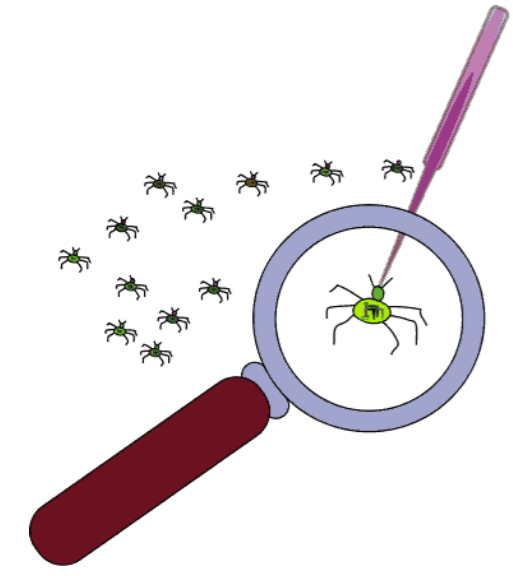
The image shows a spreadsheet interface with a toolbar at the top and a data table below. The toolbar includes icons for print, undo, redo, and help, along with numerical and text formatting options. The data table has four columns: QUESTION, OPTIONS, BLOCK, and BRANCH. The first two columns are circled in red. The table contains two questions with their respective options and branch settings.

	A	B	C	D
1	<b>QUESTION</b>	<b>OPTIONS</b>	BLOCK	BRANCH
2	How often do you vote?	Always	1	
3		Sometimes		
4		Never		
5	Do you favor or oppose taking military action in Iraq?	Yes	1.a1	NEXT
6		No		
7		Maybe		
8	Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?	Yes	1.a1	NEXT
9		No		
10		Maybe		

# “Program” Bugs (in the Survey)







# Question Order Bias



**(1) Do you favor or oppose  
allowing  
gays and lesbians to marry?**

- Favor (33%)
- Oppose (61%)

**(1) Do you favor or oppose allowing gays and lesbians to marry?**

- Favor (33%)
- Oppose (61%)

**(2) Do you favor or oppose allowing gays and lesbians to enter into legal agreements that give them the same rights as married couples?**

- Favor (**45**%)
- Oppose (47%)

**(1) Do you favor or oppose allowing gays and lesbians to marry?**

- Favor (33%)
- Oppose (61%)

**(2) Do you favor or oppose allowing gays and lesbians to enter into legal agreements that give them the same rights as married couples?**

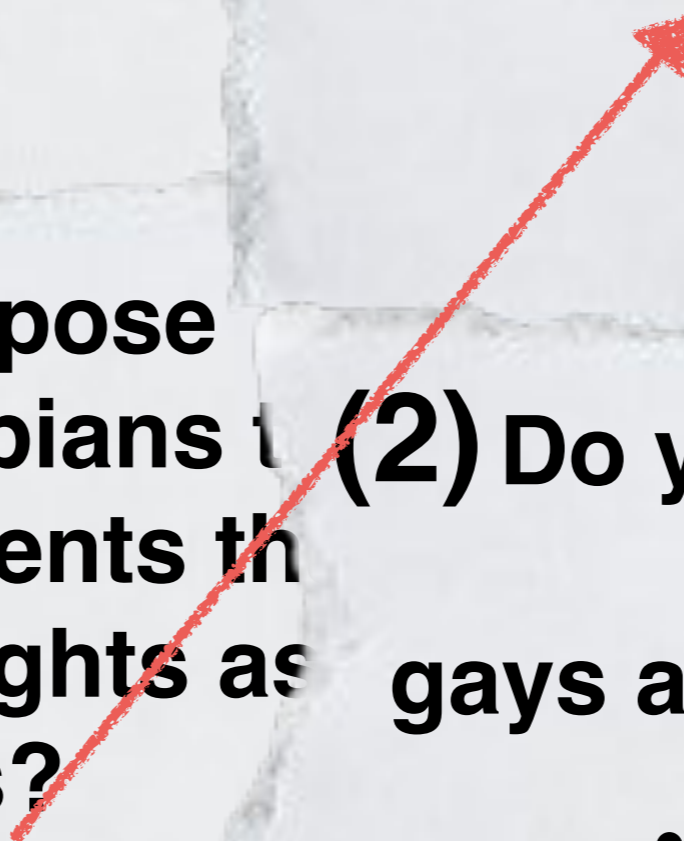
- Favor (**45%**)
- Oppose (47%)

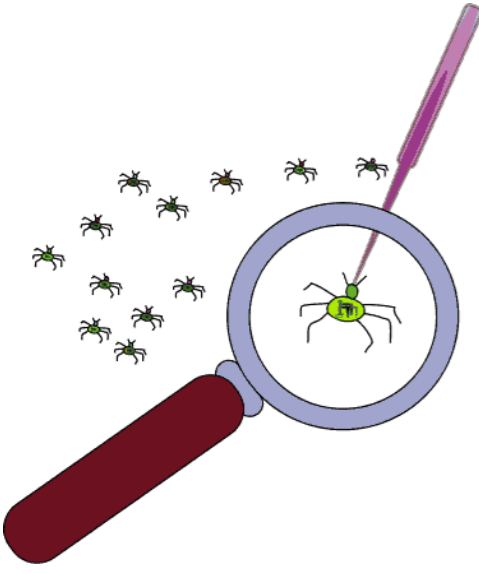
**(1) Do you favor or oppose allowing gays and lesbians to enter into legal agreements that give them the same rights as married couples?**

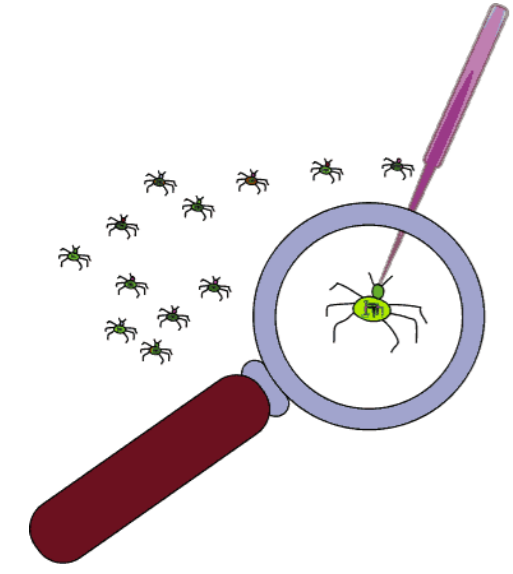
- Favor (**37%**)
- Oppose (55%)

**(2) Do you favor or oppose allowing gays and lesbians to marry?**

- Favor (30%)
- Oppose (58%)







# Wording Bias

**Do you favor or oppose taking  
military action in Iraq to end  
Saddam Hussein's rule?**

**Do you favor or oppose taking  
military action in Iraq to end  
Saddam Hussein's rule?**

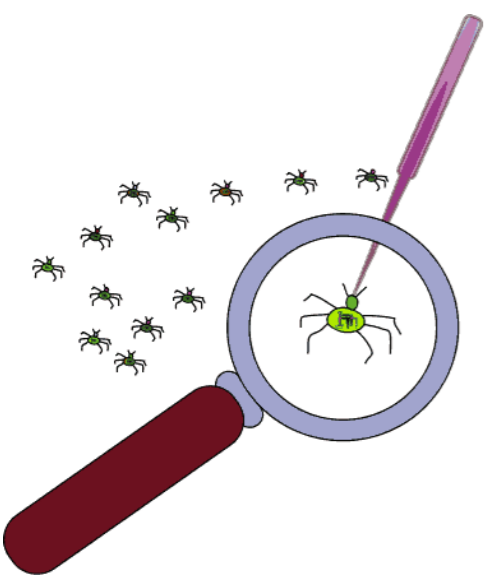
**68% in favor**

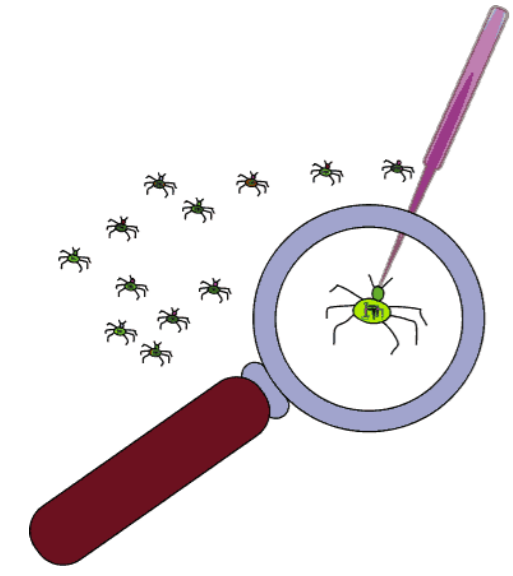
**Do you favor or oppose taking  
military action in Iraq to end  
Saddam Hussein's rule  
*even if it meant that U.S. forces  
might suffer thousands of  
casualties?***



**Do you favor or oppose taking  
military action in Iraq to end  
Saddam Hussein's rule  
*even if it meant that U.S. forces  
might suffer thousands of  
casualties?***

**43% in favor**





# Breakoff (Abandonment)

# Offensive/Problematic Questions

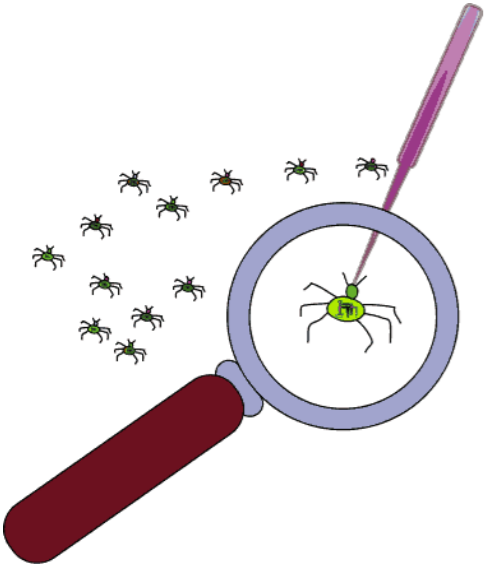
# Offensive/Problematic Questions

**Survey topic : Political Ideology**

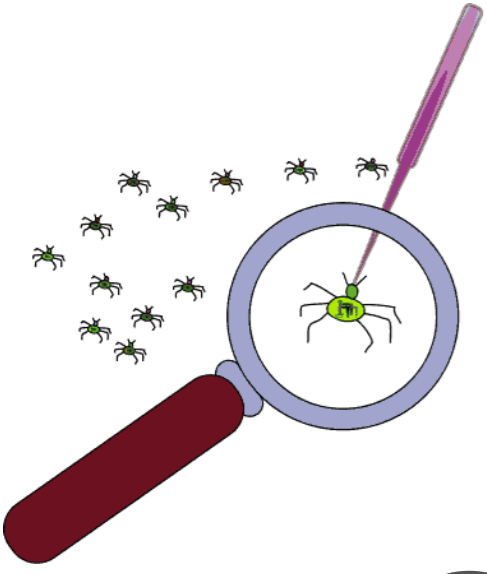
# Offensive/Problematic Questions

**Have you ever been unfaithful to your spouse or partner?**









# Overly Long Surveys (Abandonment)

Notice - Information contained on this form which would permit identification of any individual or establishment has been collected with a guarantee that it will be held in strict confidence, will be used only for purposes stated for this study, and will not be disclosed or released to others without the consent of the individual or the establishment in accordance with section 308(d) of the Public Health Service Act (42 USC 242m).

1. RO 9-10 2. Sample Suffix 11-13 14 3. Week 15-16 4. Segment type 1 Area 2 Permit 5. Control number PSU Segment Suffix Serial Suffix Check digit 17-21 22-25 26-27 28-29 30 31 6. Screening status 1 S 2 I 32

HIS-1 (1996) U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS ACTING AS COLLECTING AGENT FOR THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES PUBLIC HEALTH SERVICE NATIONAL HEALTH INTERVIEW SURVEY

7a. What is your exact address? (Including House No., Apt. No., or other identification; county and ZIP Code) 7b. Is this your mailing address? (Mark box or specify if different; include county and ZIP Code) 7c. GQ name 84-117 Sample unit No. Type code 118-120

15. Neighbor screening results (Mark if "S" in item 6) 55 0 Neighbors not contacted 1 Screened out by neighbors 2 Eligible per neighbor 3 Undetermined by neighbors

16. Noninterview reason TYPE A 56-57 58 01 Refused 02 No one home, repeated calls 03 Temporarily absent 04 Language problem 05 Other (Specify) 1 Black/Hispanic 2 Not Black/Hispanic 3 Unknown

8. YEAR BUILT (Area segments only) 8a. Ask (Except for group quarters, mobile homes, trailers, tents, boats, and other units not in structures.) 8b. Do not ask When was this structure originally built? 8c. Before 4-1-90 (Continue interview) 8d. After 4-1-90 (Complete 9c when required; END interview)

TYPE B TYPE C 06 Vacant, nonseasonal 07 Vacant, seasonal 08 Occupied entirely by URE 09 Occupied entirely by AF members 10 Occupied - screened out by household 11 Occupied - screened out by neighbors 12 Unfit or to be demolished 13 Under construction - not ready 14 Converted to temporary business or storage 15 Unoccupied site for mobile home, trailer, or tent 16 Permit granted - construction not started 17 Other (Specify) 18 Unused line of listing sheet 19 Demolished 20 House or trailer moved 21 Outside segment boundaries 22 Converted to permanent business or storage 23 Merged 24 Condemned 25 Built after April 1, 1990 26 Other (Specify)

9. COVERAGE QUESTIONS 9a. Are there any other living quarters - either occupied or vacant - in this building? 9b. Are there any other living quarters - either occupied or vacant - on this floor? 9c. Is there any other building, mobile home, or trailer - either occupied or vacant - on this property for people to live in?

10a. LAND USE 1 URBAN (11) 2 RURAL - Reg. units and G.Q. units coded 92-N or 93-N in 7c - Ask item 10b - GQ units not coded 92-N or 93-N in 7c - Mark "No" in item 10b without asking b. During the past 12 months, did sales of crops, livestock, and other farm products from this place amount to \$1,000 or more? 1 Yes 2 No (11)

17. Record of calls 59-69 Table with columns: Month, Date, Beginning time, Ending time, Completed Mark (X)

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1. RO 9-10 2. Sample 11-13 Suffix 14 3. Week 15-16 4. Segment type 1 Area 2 Permit

HIS-1 (1996) U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS ACTING AS COLLECTING AGENT FOR THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES PUBLIC HEALTH SERVICE NATIONAL HEALTH INTERVIEW SURVEY

5. Control number PSU Segment Suffix Serial Suffix Check digit 17-21 22-25 26-27 28-29 30 31 6. Screening status 1 S 2 I 32

7a. What is your exact address? (Including House No., Apt. No., or other identification; county and ZIP Code) 4-8 LISTING SHEET 9-119

15. Neighbor screening results (Mark if "S" in item 6) 55 0 Neighbors not contacted 1 Screened out by neighbors 2 Eligible per neighbor 3 Undetermined by neighbors

City State County ZIP Code Sheet b. Is your mailing address? (Mark by RT No. if different; include county and ZIP Code)

16. Noninterview reason 56-57 01 Used each Type A 02 One home, repeated calls 03 Temporarily absent 04 Language 05 Other (Specify)

c. GQ name 84-117 Sample unit No. Type code 118-120

06 Vacant, nonseasonal 07 Vacant, seasonal 08 Occupied entirely by URE 09 Occupied entirely by AF members 10 Occupied - screened household 11 Occupied - screened neighbor 12 Occupied - screened neighbor to be interviewed 13 Occupied - screened neighbor to be interviewed - already interviewed 14 Occupied - screened neighbor to be interviewed - temporary business or other absence 15 Unoccupied site for mobile home, trailer, or tent 16 Permit granted - construction not started 17 Other (Specify)

8. YEAR BUILT (Area segments only) Do not ask When was this structure originally built? Before 4-1-90 (Continue interview) After 4-1-90 (Complete 9c with date required; END interview)

18 Unused line of listing sheet 19 Demolished 20 House or trailer moved 21 Outside segment boundaries 22 Converted to permanent business or storage 23 Merged 24 Condemned 25 Built after April 1, 1990 26 Other (Specify)

9. COVERAGE QUESTIONS Do not ask a. Are there any other living quarters - either occupied or vacant - in this building? b. Are there any other living quarters - either occupied or vacant - on this floor? c. Is there any other building, mobile home, or trailer - either occupied or vacant - on this property for people to live in?

17. Record of calls 59-69 Month Date Beginning time Ending time Completed Mark (X)

10a. LAND USE 1 URBAN (11) 2 RURAL - Reg. units and G.Q. units coded 92-N or 93-N in 7c - Ask item 10b - GQ units not coded 92-N or 93-N in 7c - Mark "No" in item 10b without asking b. During the past 12 months, did sales of crops, livestock, and other farm products from this place amount to \$1,000 or more? 1 Yes 2 No (11)

34 1 2 3

20 PAGES LONG

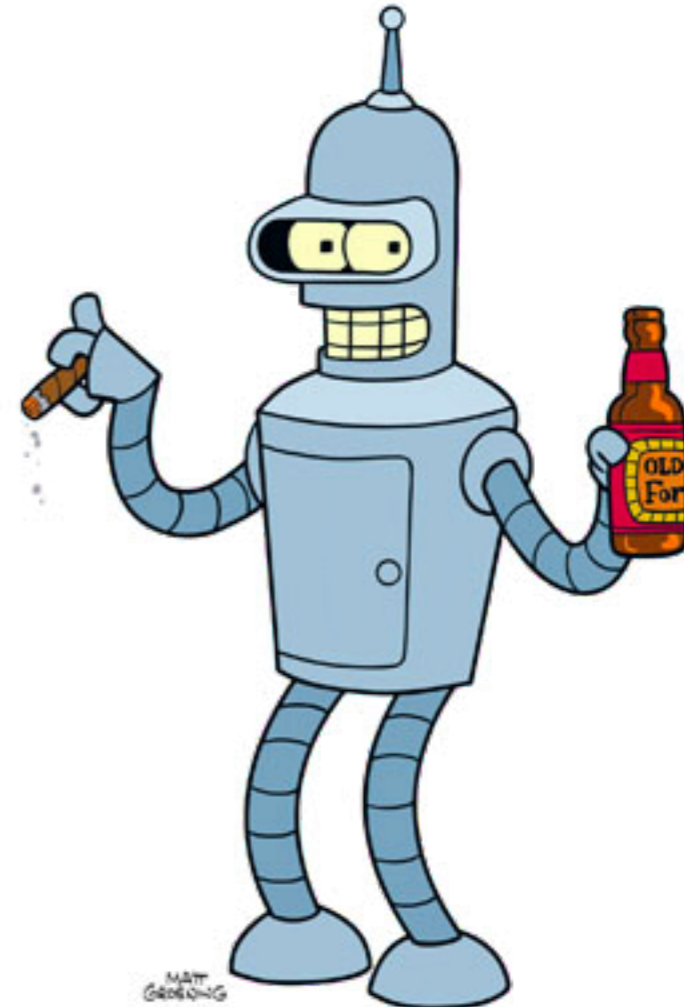


# Bugs in Deployment

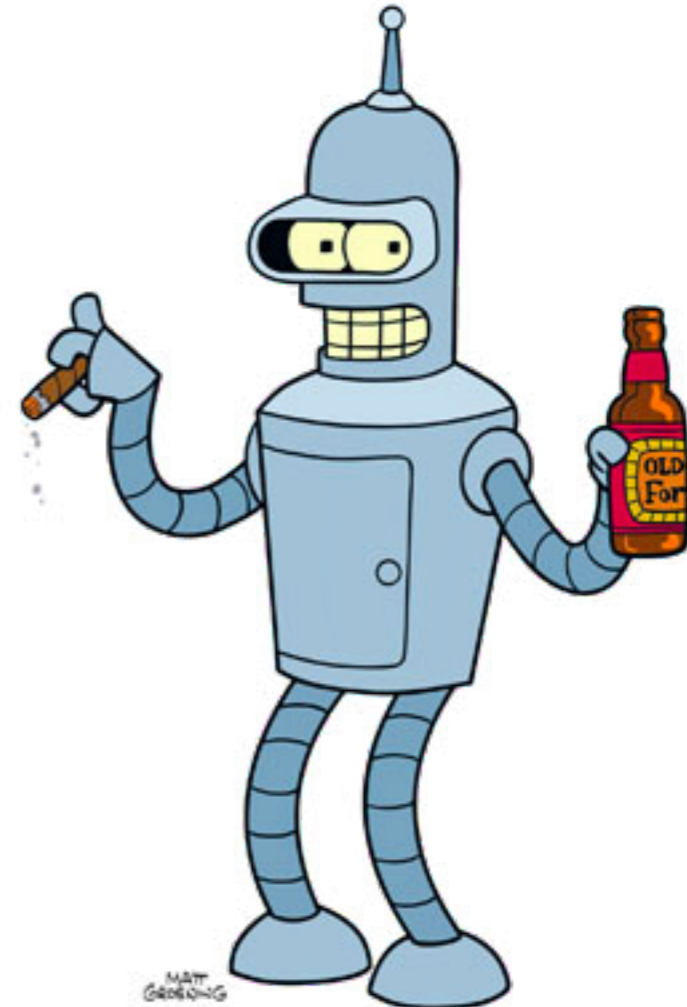
# Bugs in Deployment



# Bugs in Deployment

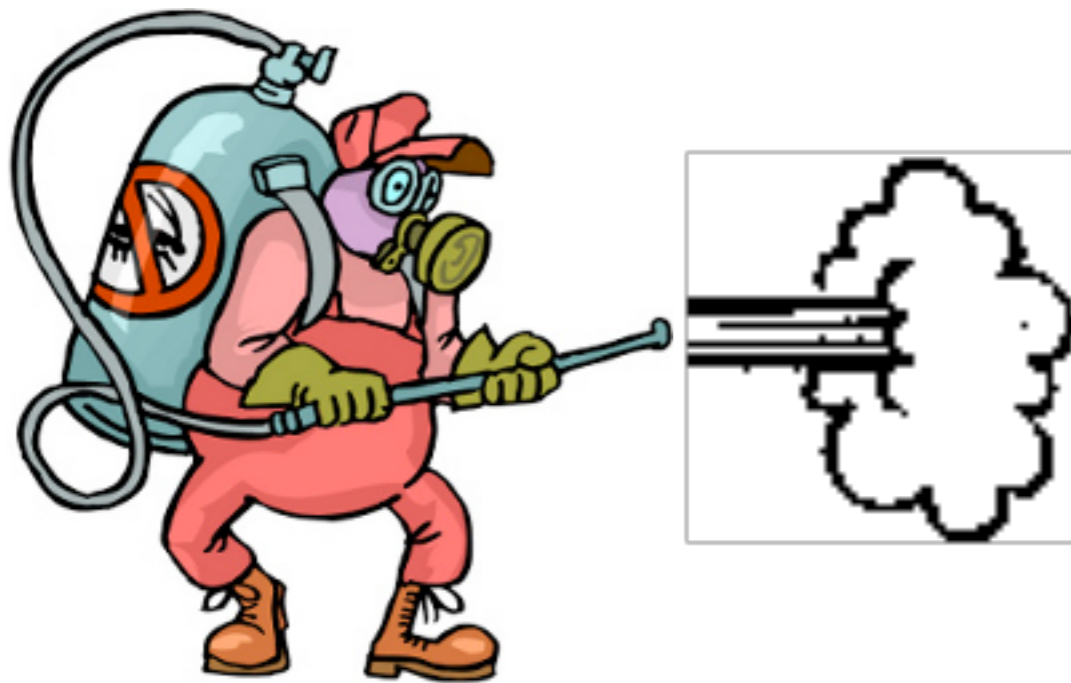


# Bugs in Deployment

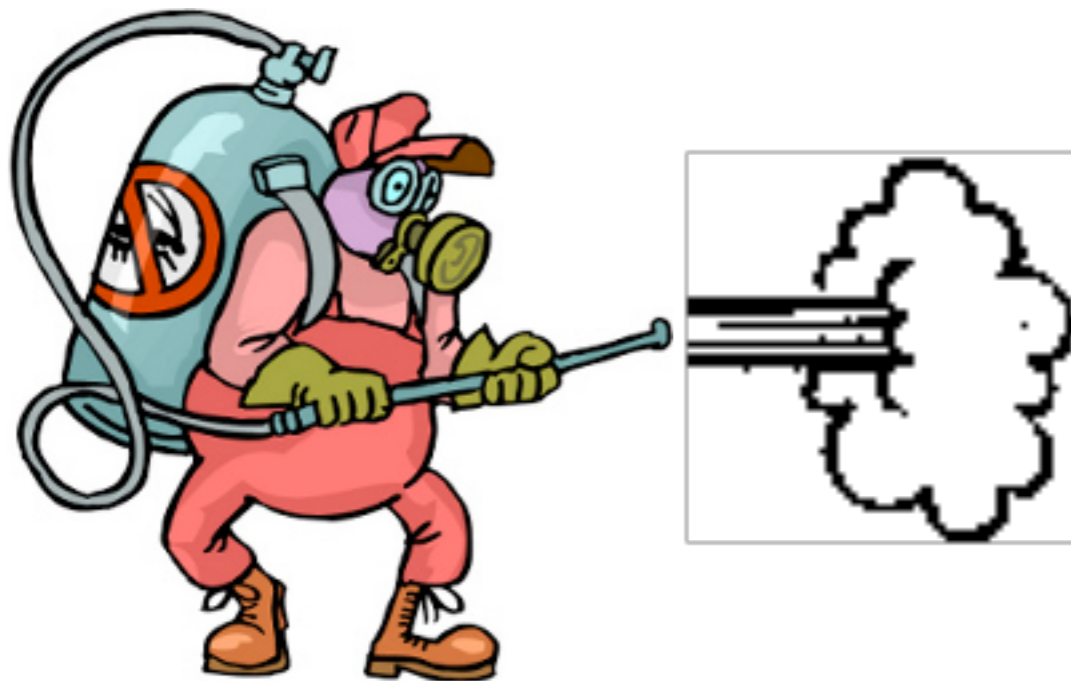


**RESULTS INVALID**





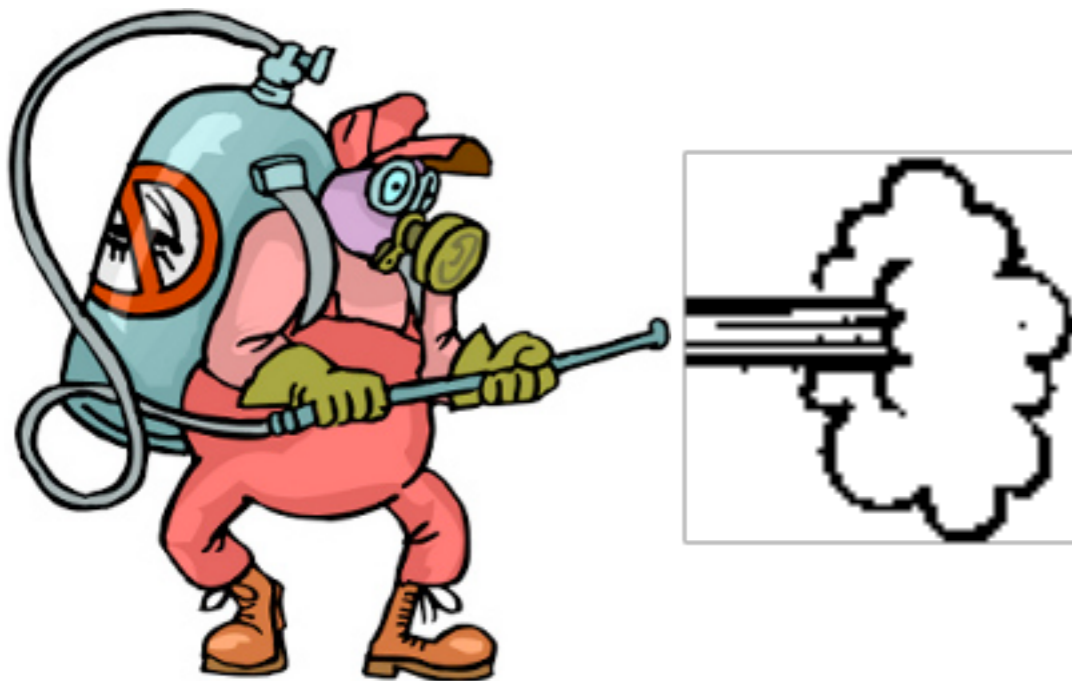
fx   question							
	A	B	C	D	E	F	G
1	question	options	block	1	ordered	branch	
2	There are two ve	Control		1			2
3		Experimental					3
4	On a typical ecor	Strongly Disagre 3_1			TRUE		
5		Disagree					
6		Neutral					
7		Agree					
8		Strongly Agree					
9	On a typical ecor	Strongly Disagre			TRUE		
10		Disagree					
11		Neutral					
12		Agree					
13		Strongly Agree					
14	It is acceptable t	Strongly Disagr	1	1			7
15		Disagree					7
16		Neutral					7
17		Agree					7
18		Strongly Agree					7
19	On a typical ecor	Strongly Disagr		q2	TRUE		7
20		Disagree					7
21		Neutral					7
22		Agree					7
23		Strongly Agree					7
24	On a typical ecor	Strongly Disagr		q2	TRUE		
25		Disagree					
26		Neutral					
27		Agree					
28		Strongly Agree					
29	It is acceptable	Strongly Disagr	2.2	q2			
30		Disagree					
31		Neutral					
32		Agree					
33		Strongly Agree					
34	If it were permitte	Strongly Disagre 3_3		q3	TRUE		



	A	B	C	D	E	F	G
1	question	options	block	correlation	ordered	branch	
2	There are two ve	Control		1			2
3		Experimental					3
4	On a typical ecor	Strongly Disagre 3_1		q1	TRUE		
5		Disagree					
6		Neutral					
7		Agree					
8		Strongly Agree					
9	On a typical ecor	Strongly Disagre 3_1		q1	TRUE		
10		Disagree					
11		Neutral					
12		Agree					
13		Strongly Agree					
14	It is acceptable t	Strongly Disagre	2.1	q1	TRUE		7
15		Disagree					7
16		Neutral					7
17		Agree					7
18		Strongly Agree					7
19	On a typical ecor	Strongly Disagre 3_2		q2	TRUE		7
20		Disagree					7
21		Neutral					7
22		Agree					7
23		Strongly Agree					7
24	On a typical ecor	Strongly Disagre 3_2		q2	TRUE		
25		Disagree					
26		Neutral					
27		Agree					
28		Strongly Agree					
29	It is acceptable t	Strongly Disagre	2.2	q2	TRUE		
30		Disagree					
31		Neutral					
32		Agree					
33		Strongly Agree					
34	If it were permitte	Strongly Disagre 3_3		q3	TRUE		



# Diagnosis: Order Bias



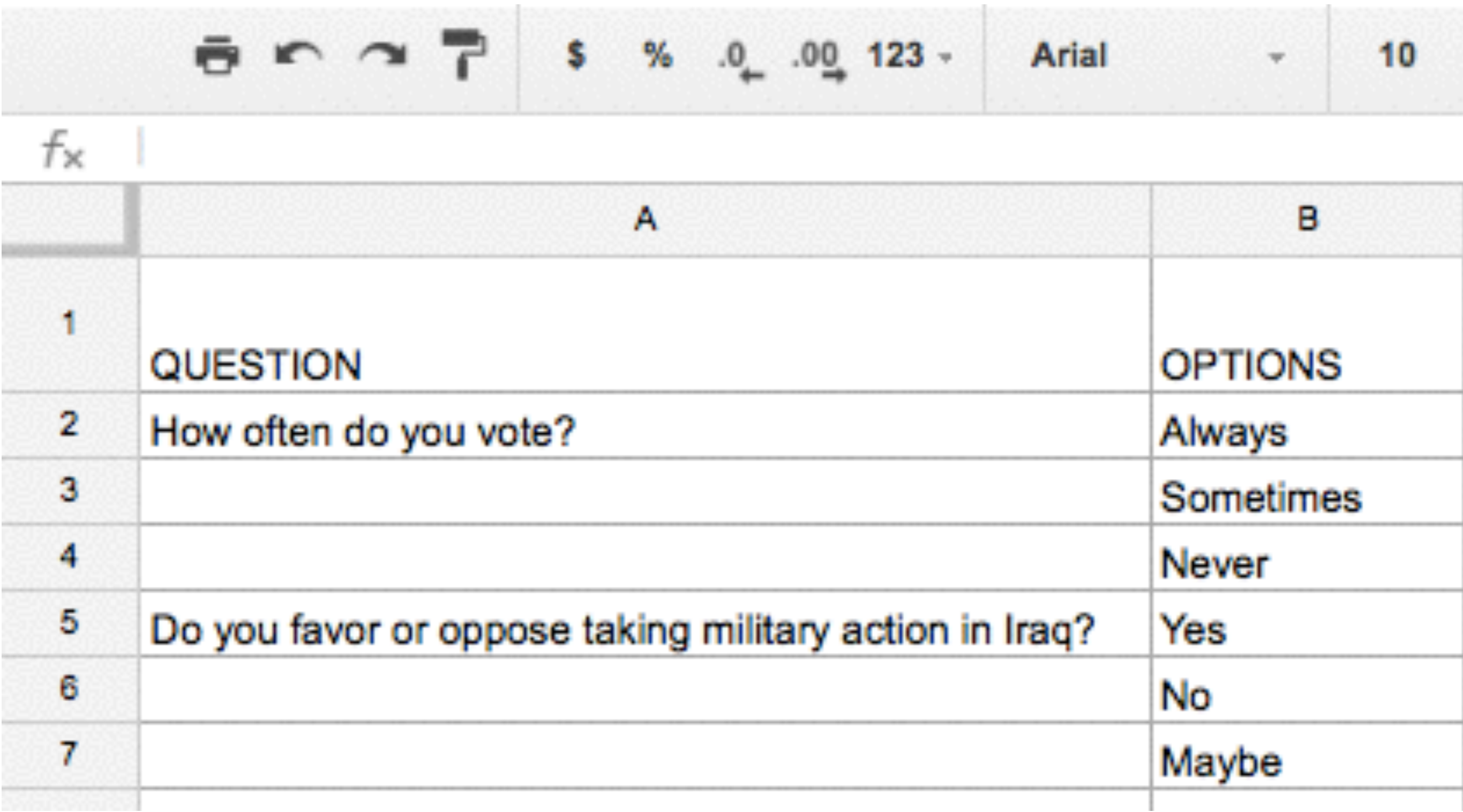
Do you favor or oppose  
**(2)** allowing gays and lesbians to  
enter into legal agreements that  
give them the same rights as  
married couples?

- Favor (**45%**)
- Oppose (47%)

**(1)** Do you favor or oppose allowing  
gays and lesbians to enter into  
legal agreements that give them  
the same rights as married  
couples?

- Favor (**37%**)
- Oppose (55%)

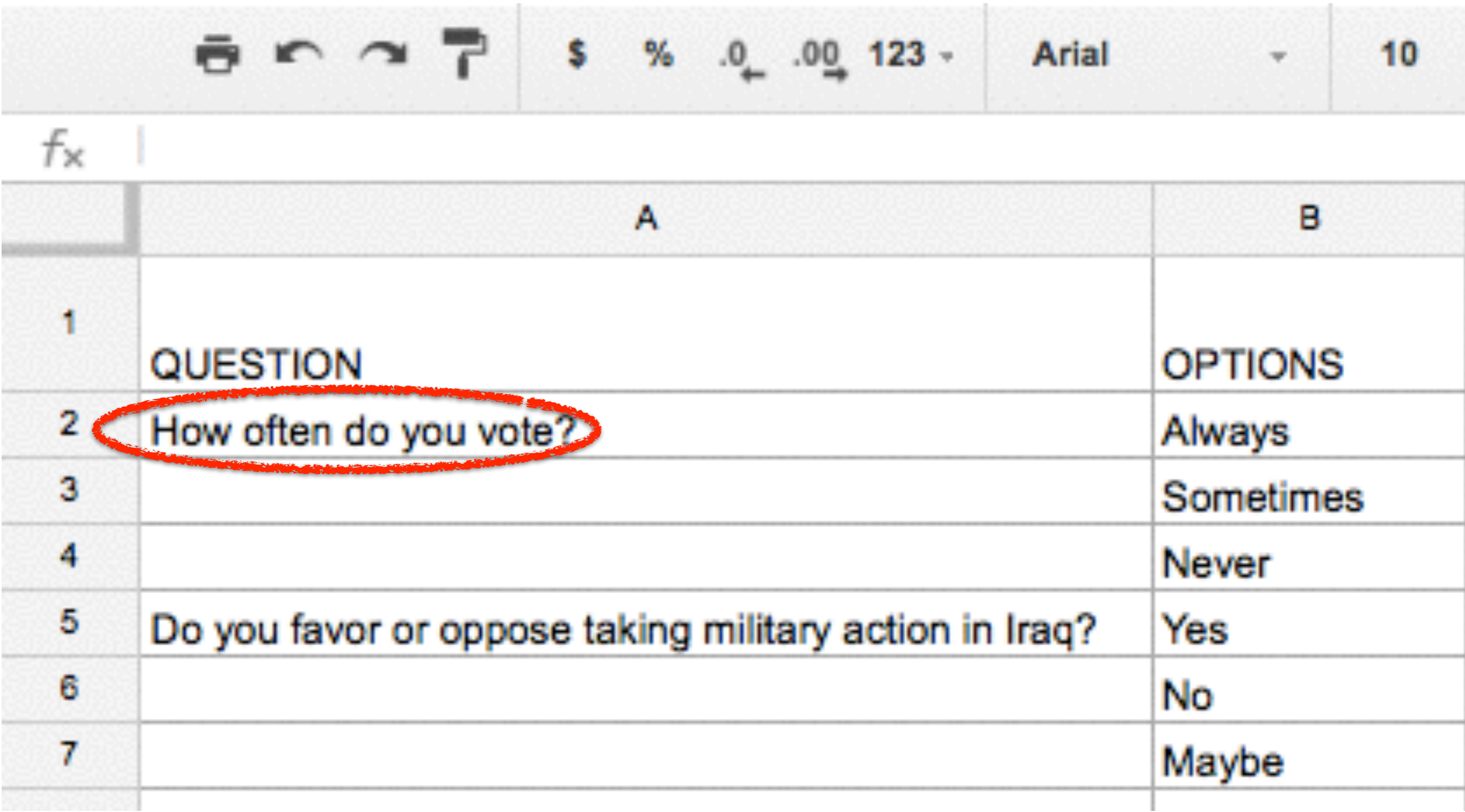
# SurveyMan Example



The image shows a spreadsheet interface with a toolbar at the top. The toolbar includes icons for print, undo, redo, and insert, along with currency symbols (\$, %), decimal places (.0, .00), a number (123), a font name (Arial), and a font size (10). Below the toolbar is a spreadsheet grid with a header row and several data rows.

	A	B
1	QUESTION	OPTIONS
2	How often do you vote?	Always
3		Sometimes
4		Never
5	Do you favor or oppose taking military action in Iraq?	Yes
6		No
7		Maybe

# SurveyMan Example



The image shows a spreadsheet interface with a toolbar at the top. The toolbar includes icons for print, undo, redo, and insert, along with currency symbols (\$, %), decimal places (.0, .00), a number (123), a font name (Arial), and a font size (10). Below the toolbar is a spreadsheet grid with a header row and several data rows. The header row has columns labeled 'A' and 'B'. The data rows contain questions and their corresponding options. The question 'How often do you vote?' is circled in red.

	A	B
1	QUESTION	OPTIONS
2	How often do you vote?	Always
3		Sometimes
4		Never
5	Do you favor or oppose taking military action in Iraq?	Yes
6		No
7		Maybe

# SurveyMan Example

The image shows a spreadsheet interface with a toolbar at the top containing icons for print, undo, redo, and insert, along with currency symbols, a decimal separator, a percentage sign, a number '123', a font name 'Arial', and a font size '10'. Below the toolbar is a table with the following structure:

	A	B
1	QUESTION	OPTIONS
2	How often do you vote?	Always
3		Sometimes
4		Never
5	Do you favor or oppose taking military action in Iraq?	Yes
6		No
7		Maybe



$Q_A$

$Q_B$

$Q_C$

$Q_D$



$Q_D$

$Q_C$

$Q_A$

$Q_B$

# Diagnosis: Order Bias

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>		<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>		<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question A**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>		<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question A**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question B**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question B**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Sometimes</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Sometimes</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	



# Diagnosis: Order Bias



$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Some- times</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Some- times</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question B**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Sometimes</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>		<b>Sometimes</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question B**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Sometimes</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>	<b>1</b>	<b>Sometimes</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question A**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Sometimes</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

<b>Yes</b>		<b>Always</b>	
<b>No</b>	<b>1</b>	<b>Sometimes</b>	
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias



**Question A**

$$Q_A \prec Q_B$$

$$Q_B \prec Q_A$$

<b>Always</b>	<b>1</b>	<b>Yes</b>	
<b>Sometimes</b>		<b>No</b>	<b>1</b>
<b>Never</b>		<b>Maybe</b>	

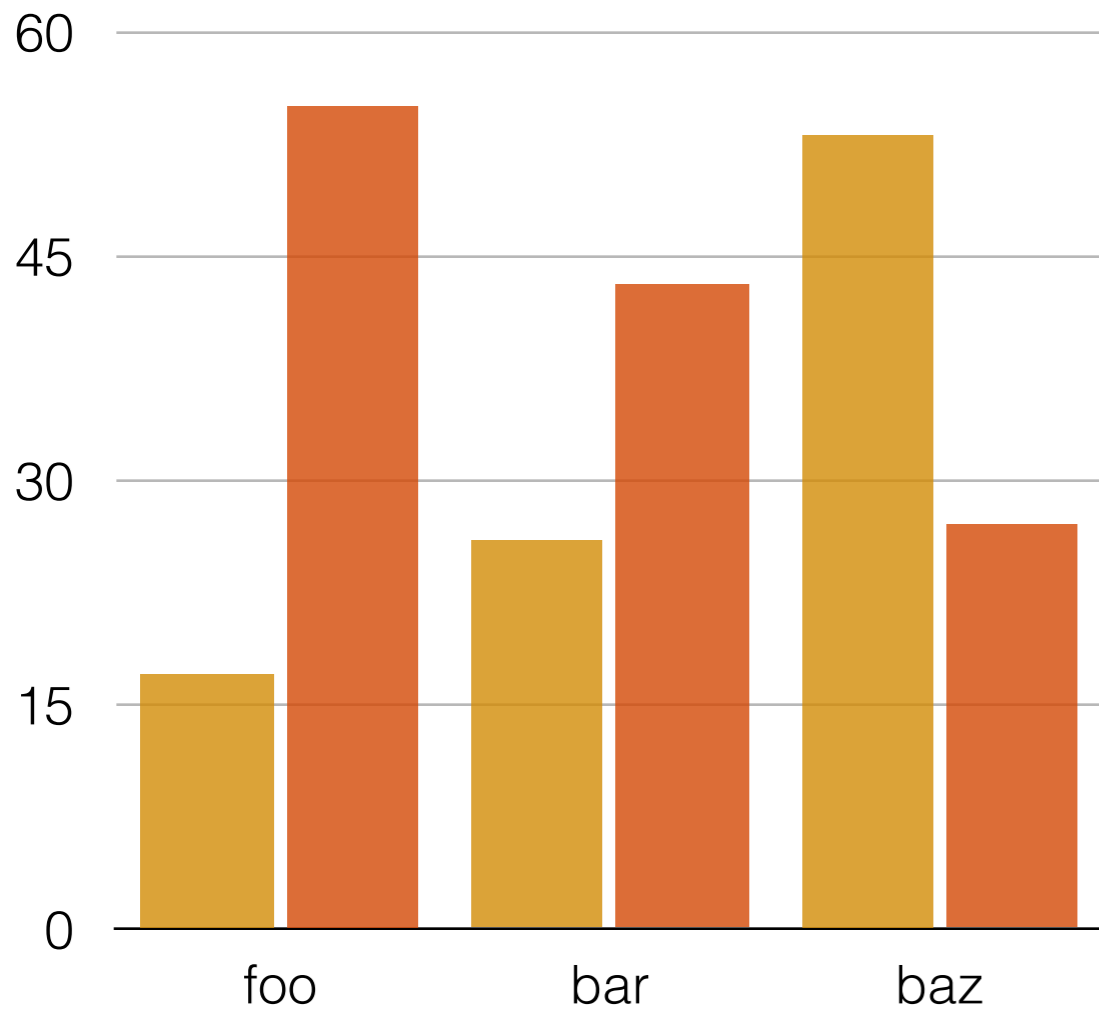
<b>Yes</b>		<b>Always</b>	
<b>No</b>	<b>1</b>	<b>Sometimes</b>	<b>1</b>
<b>Maybe</b>		<b>Never</b>	

# Diagnosis: Order Bias

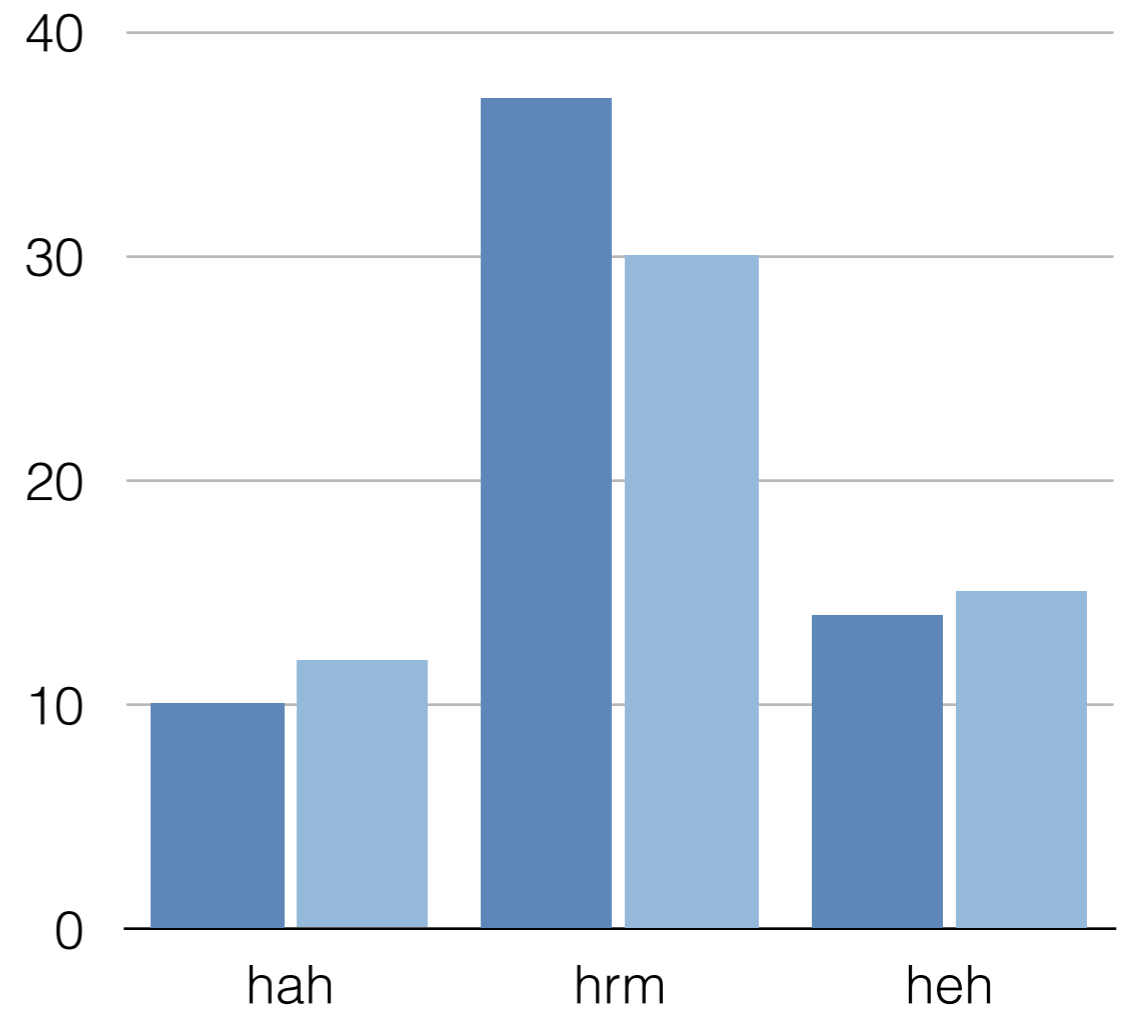
$Q_A$

$Q_B$

■  $Q_A \prec Q_B$     ■  $Q_B \prec Q_A$



■  $Q_A \prec Q_B$     ■  $Q_B \prec Q_A$



# Diagnosis: Order Bias

$Q_A$

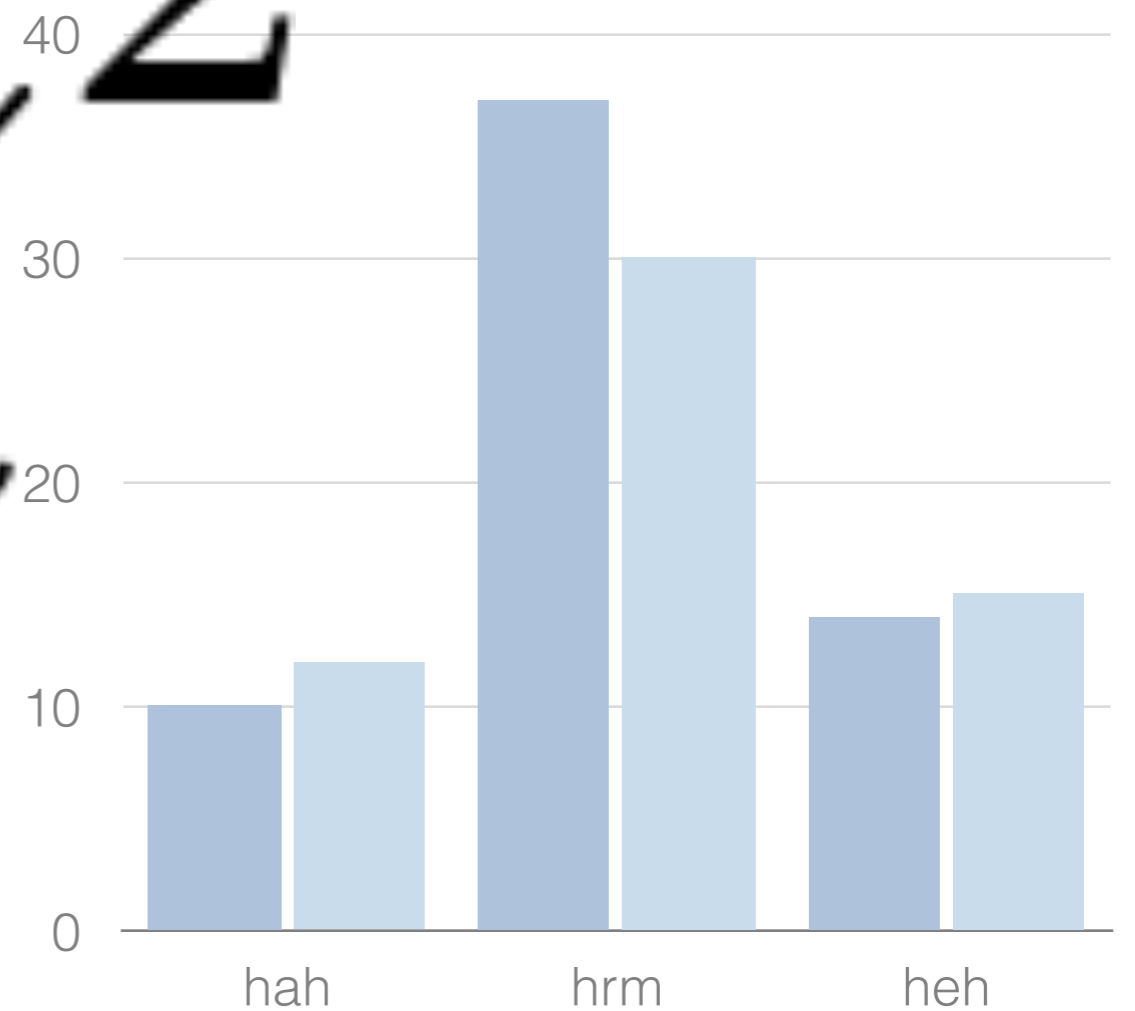
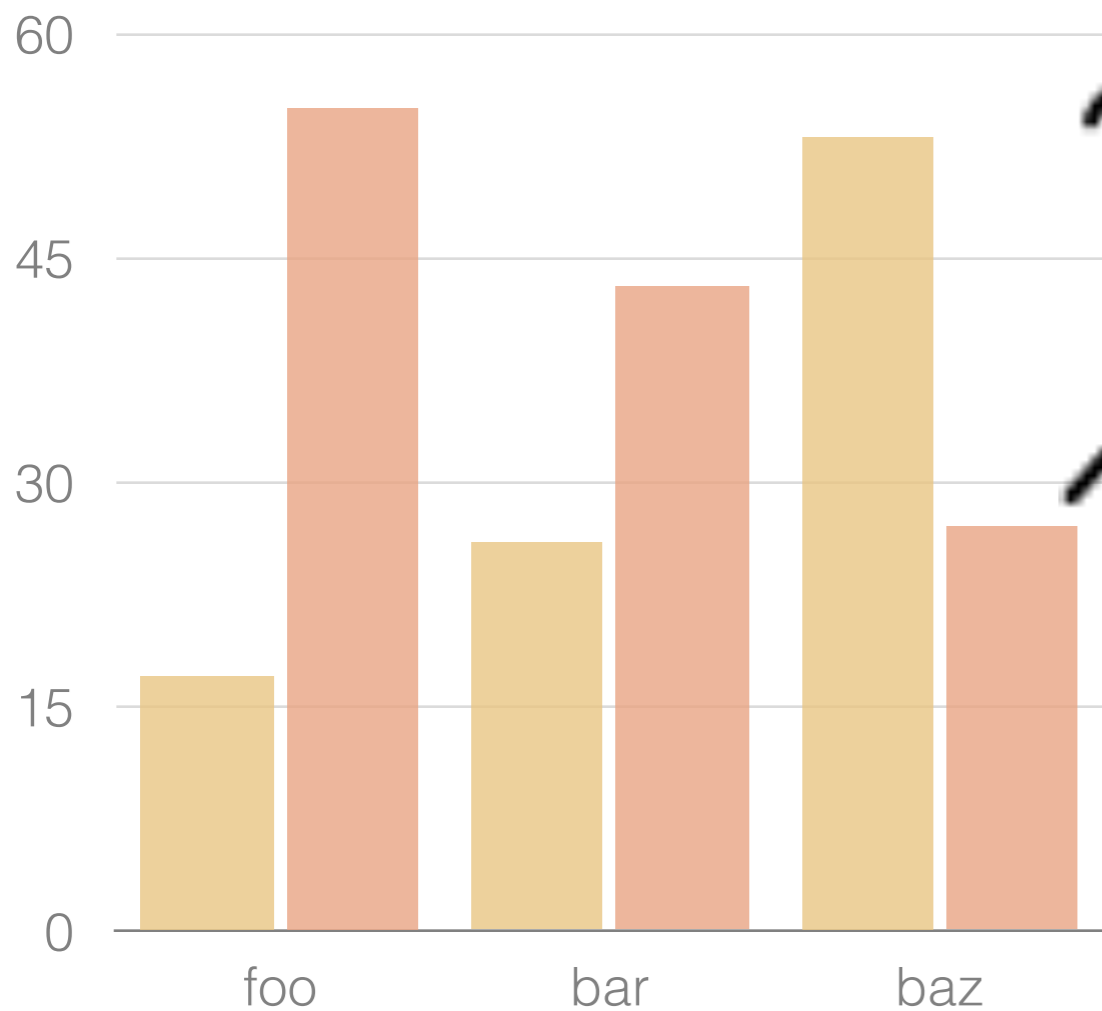
$Q_B$

■  $Q_A \prec Q_B$

■  $Q_B \prec Q_A$

■  $Q_A \prec Q_B$

■  $Q_B \prec Q_A$



$\times 2$

Order bias detected between Question

"How often do you vote?" (line 2)

and Question

"Do you favor or oppose taking military  
action in Iraq?" (line 5):

count q1 first: 40

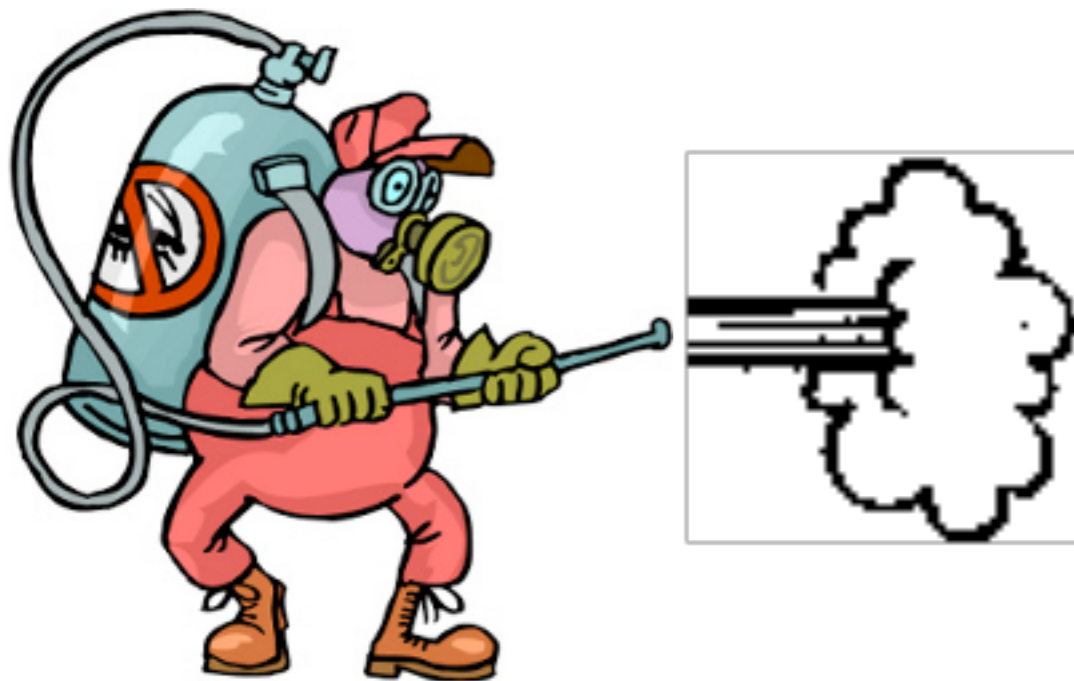
count q2 first: 37

stat type : chi-squared

p-value : 0.02394083456



# Diagnosis: Wording Bias



**Do you favor or oppose taking military action in Iraq to end Saddam Hussein's rule?**

**68%** in favor

**Do you favor or oppose taking military action in Iraq to end Saddam Hussein's rule *even if it meant that U.S. forces might suffer thousands of casualties?***

**43%** in favor

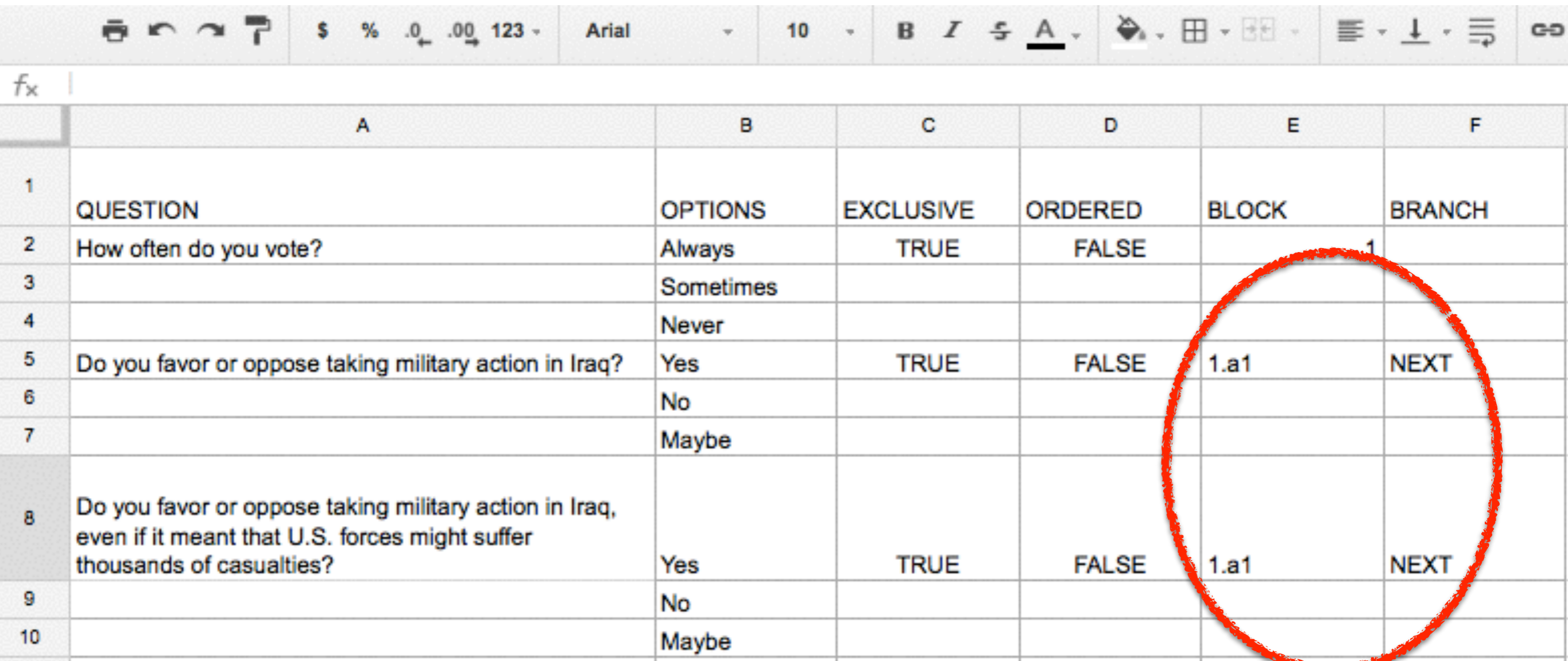
# SurveyMan Example

	A	B	C	D	E	F
1	QUESTION	OPTIONS	EXCLUSIVE	ORDERED	BLOCK	BRANCH
2	How often do you vote?	Always	TRUE	FALSE	1	
3		Sometimes				
4		Never				
5	Do you favor or oppose taking military action in Iraq?	Yes	TRUE	FALSE	1.a1	NEXT
6		No				
7		Maybe				
8	Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?	Yes	TRUE	FALSE	1.a1	NEXT
9		No				
10		Maybe				

# SurveyMan Example

	A	B	C	D	E	F
1	QUESTION	OPTIONS	EXCLUSIVE	ORDERED	BLOCK	BRANCH
2	How often do you vote?	Always	TRUE	FALSE	1	
3		Sometimes				
4		Never				
5	Do you favor or oppose taking military action in Iraq?	Yes	TRUE	FALSE	1.a1	NEXT
6		No				
7		Maybe				
8	Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?	Yes	TRUE	FALSE	1.a1	NEXT
9		No				
10		Maybe				

# SurveyMan Example



	A	B	C	D	E	F
1	QUESTION	OPTIONS	EXCLUSIVE	ORDERED	BLOCK	BRANCH
2	How often do you vote?	Always	TRUE	FALSE		1
3		Sometimes				
4		Never				
5	Do you favor or oppose taking military action in Iraq?	Yes	TRUE	FALSE	1.a1	NEXT
6		No				
7		Maybe				
8	Do you favor or oppose taking military action in Iraq, even if it meant that U.S. forces might suffer thousands of casualties?	Yes	TRUE	FALSE	1.a1	NEXT
9		No				
10		Maybe				

# Diagnosis: Wording Bias

$Q_{A_1}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_2}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_3}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_1}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_2}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_3}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_1}$

$Q_{A_1}$

$Q_{A_2}$

$Q_{A_3}$

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_1}$

$Q_{A_1}$

$Q_{A_2}$

$Q_{A_3}$

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	



# Diagnosis: Wording Bias

$Q_{A_1}$

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

$Q_{A_2}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_3}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_1}$

$Q_{A_2}$

$Q_{A_3}$

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_3}$

$Q_{A_1}$

$Q_{A_2}$

$Q_{A_3}$

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias



$Q_{A_3}$

$Q_{A_1}$

$Q_{A_2}$

$Q_{A_3}$

$Q_{A_4}$

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

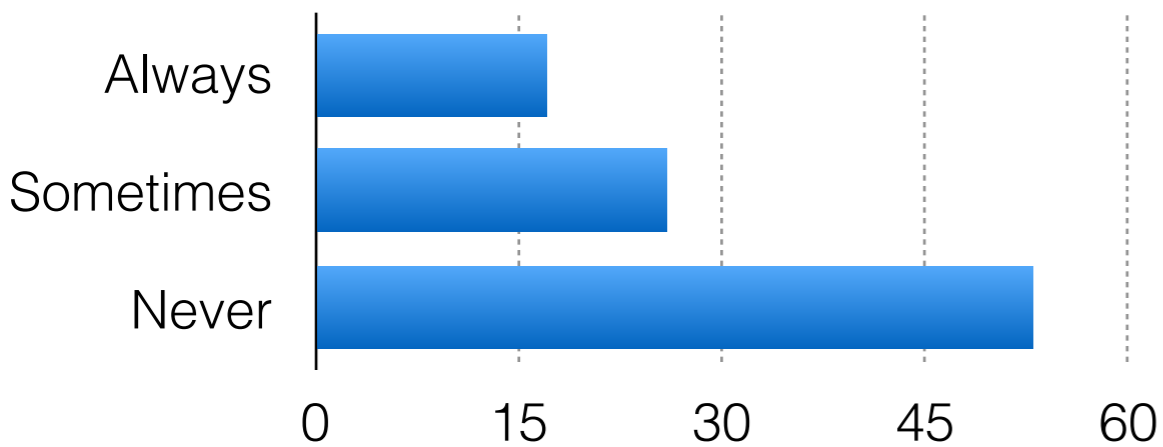
<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

<b>Always</b>	
<b>Some- times</b>	<b>1</b>
<b>Never</b>	

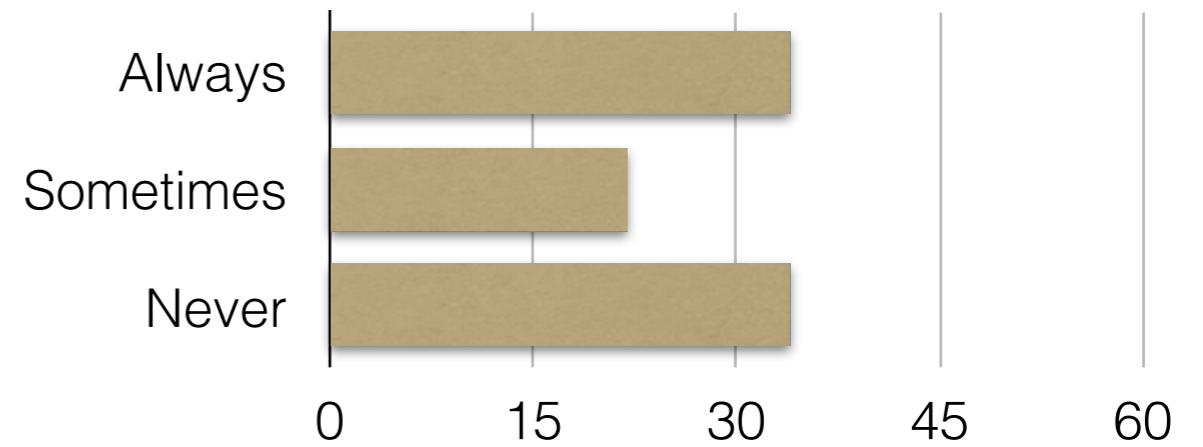
<b>Always</b>	
<b>Some- times</b>	
<b>Never</b>	

# Diagnosis: Wording Bias

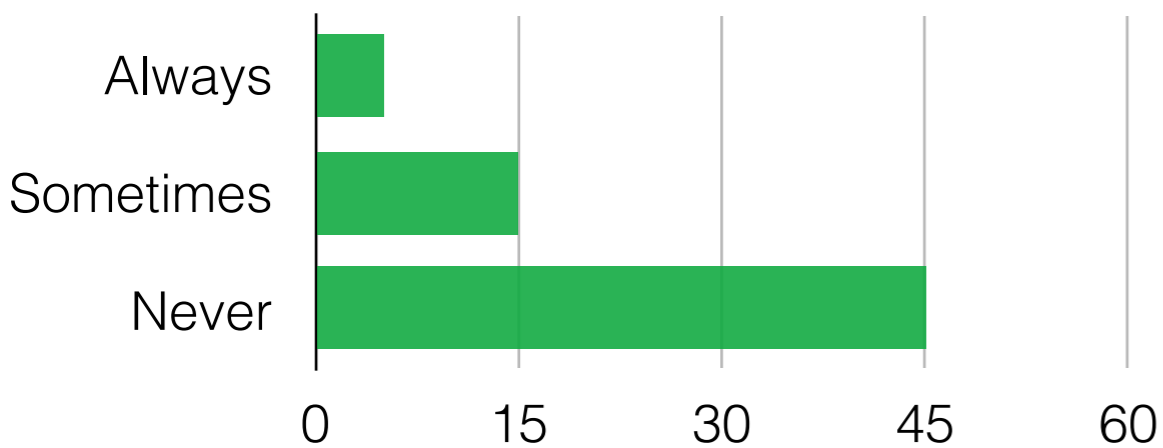
$Q_{A_1}$



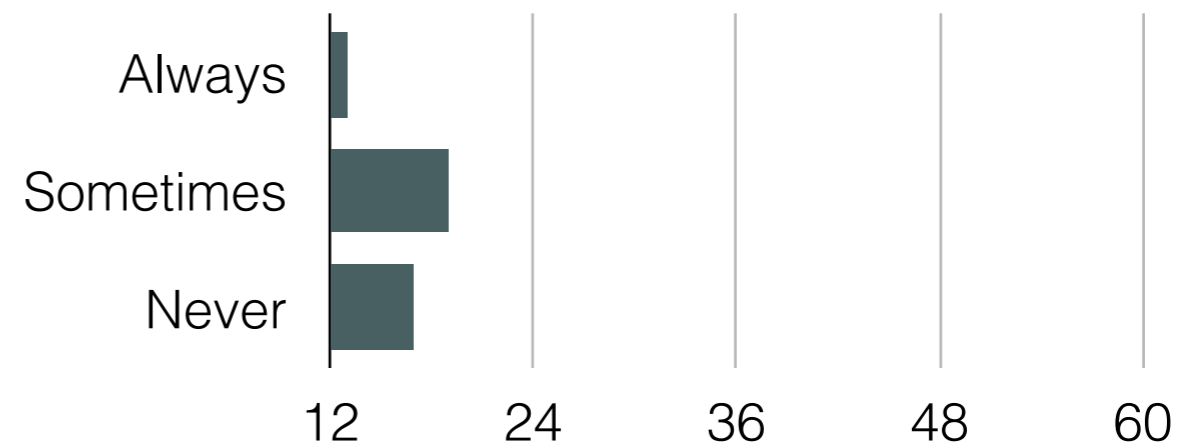
$Q_{A_3}$



$Q_{A_2}$

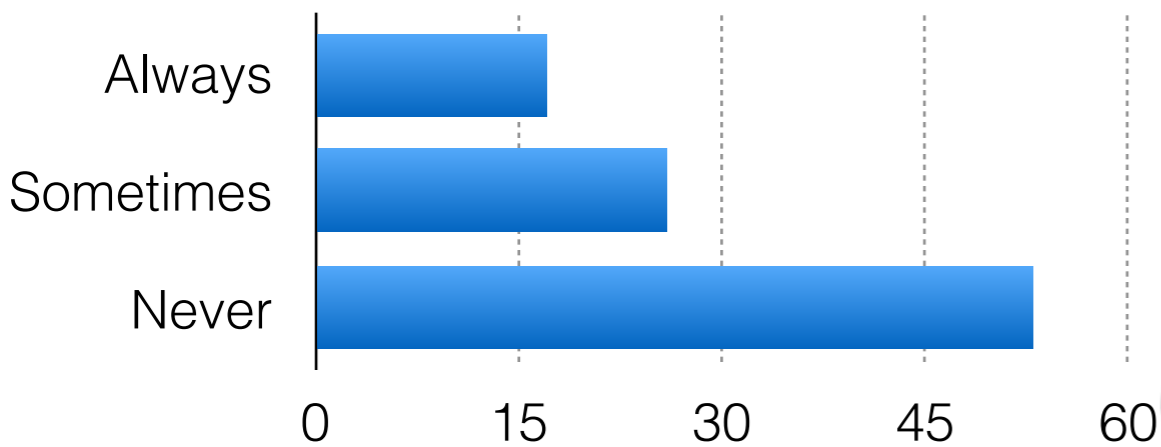


$Q_{A_4}$

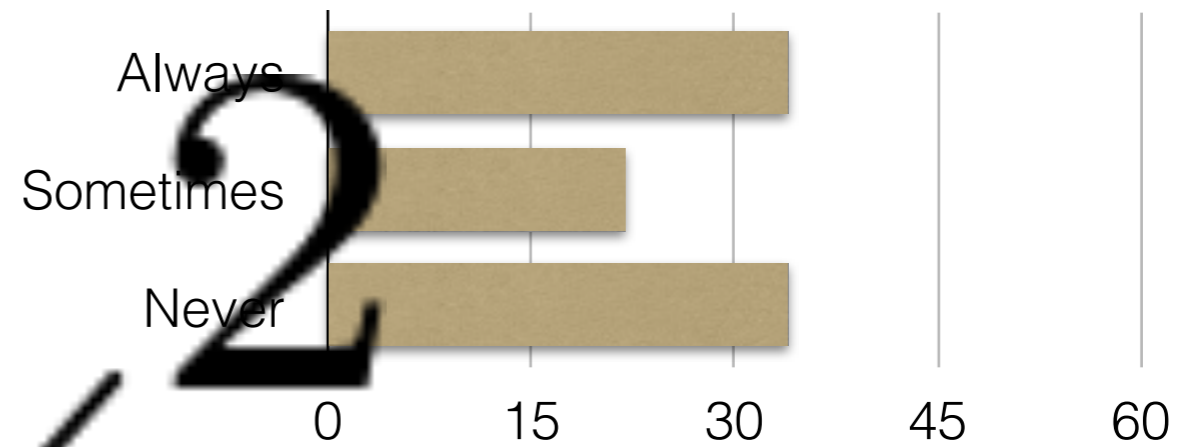


# Diagnosis: Wording Bias

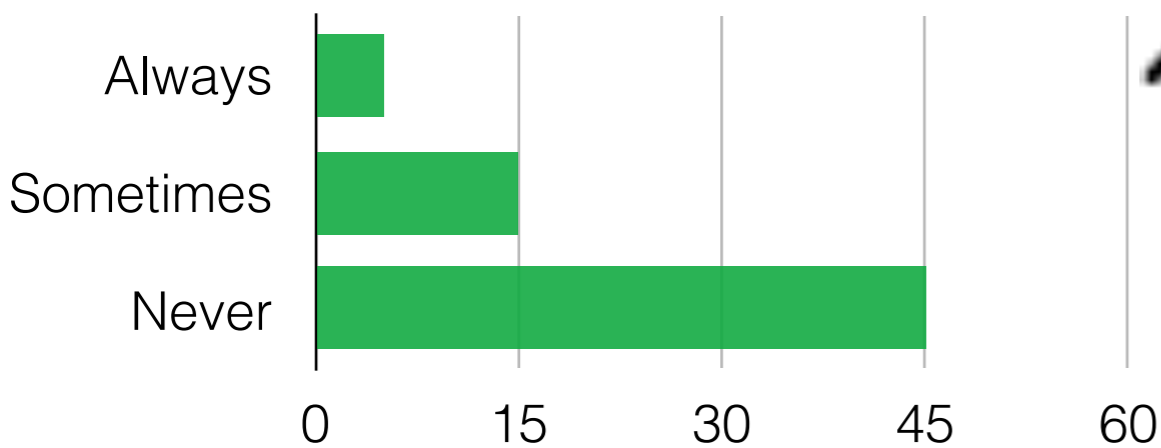
$Q_{A_1}$



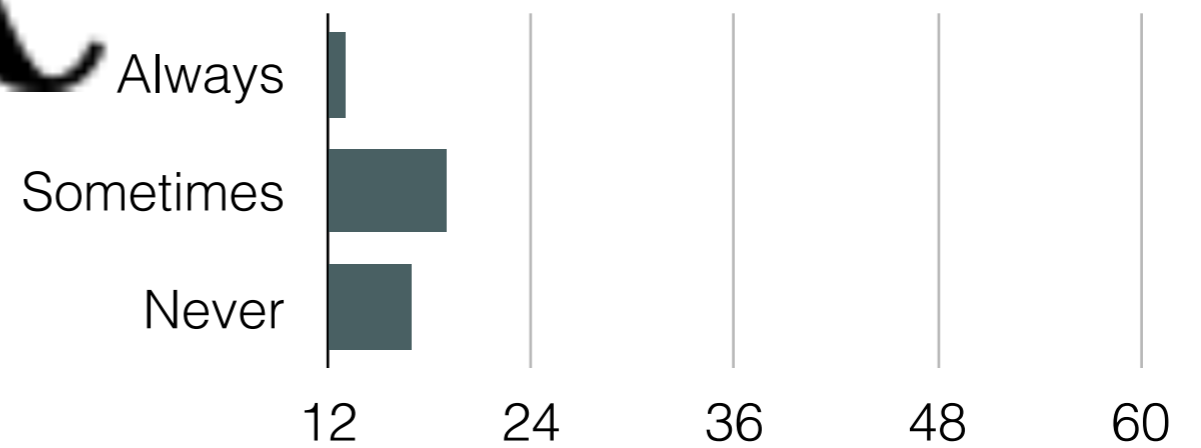
$Q_{A_3}$



$Q_{A_2}$



$Q_{A_4}$



2

Wording bias detected between Question  
"Do you favor or oppose taking military  
action in Iraq?" (line 5)

and Question

"Do you favor or oppose taking military  
action in Iraq, even if it meant that  
U.S. forces might suffer thousands of  
casualties?" (line 8)

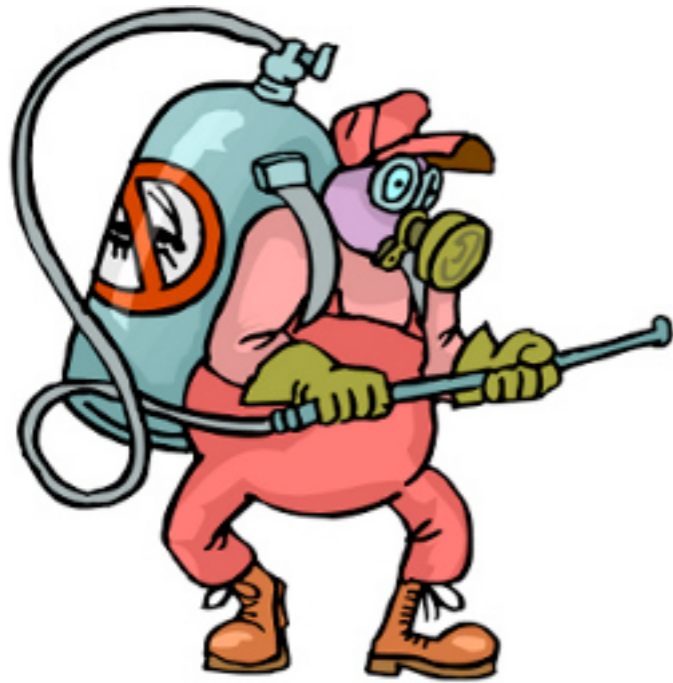
count q1: 28

count q2: 32

stat type : chi-squared

p-value : 0.00123987

# Diagnosis: Breakoff & Abandonment





<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	
$Q_C$	
$Q_D$	

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	
$Q_C$	
$Q_D$	



<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	
$Q_C$	
$Q_D$	



**Question A**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	
<b>Pos. 4</b>	

<i>Q<sub>A</sub></i>	
<i>Q<sub>B</sub></i>	
<i>Q<sub>C</sub></i>	
<i>Q<sub>D</sub></i>	



**Question A**

**Question C**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	
<b>Pos. 4</b>	

<i>Q<sub>A</sub></i>	
<i>Q<sub>B</sub></i>	
<i>Q<sub>C</sub></i>	
<i>Q<sub>D</sub></i>	



**Question A**

**Question C**

**Question B**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	



**Question A**

**Question C**

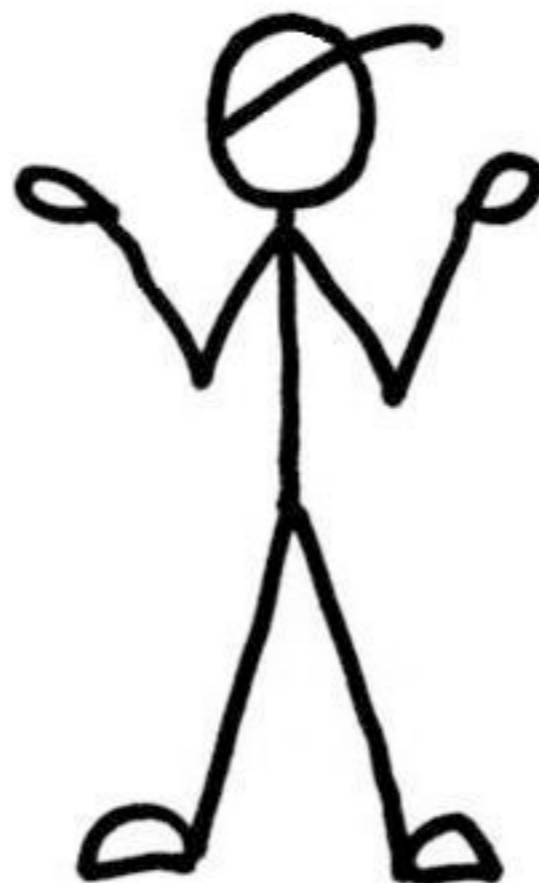
**Question B**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	





<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	



**Question C**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	

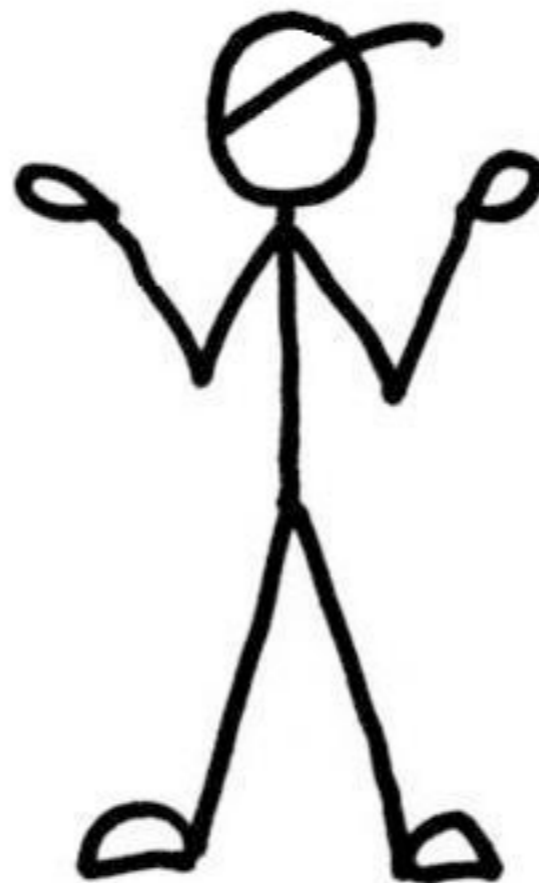


**Question C**

**Question B**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>1</b>
<b>Pos. 4</b>	

$Q_A$	
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	



**Question C**

**Question B**

**Question A**

<b>Pos. 1</b>	
<b>Pos. 2</b>	
<b>Pos. 3</b>	<b>2</b>
<b>Pos. 4</b>	

$Q_A$	<b>1</b>
$Q_B$	<b>1</b>
$Q_C$	
$Q_D$	



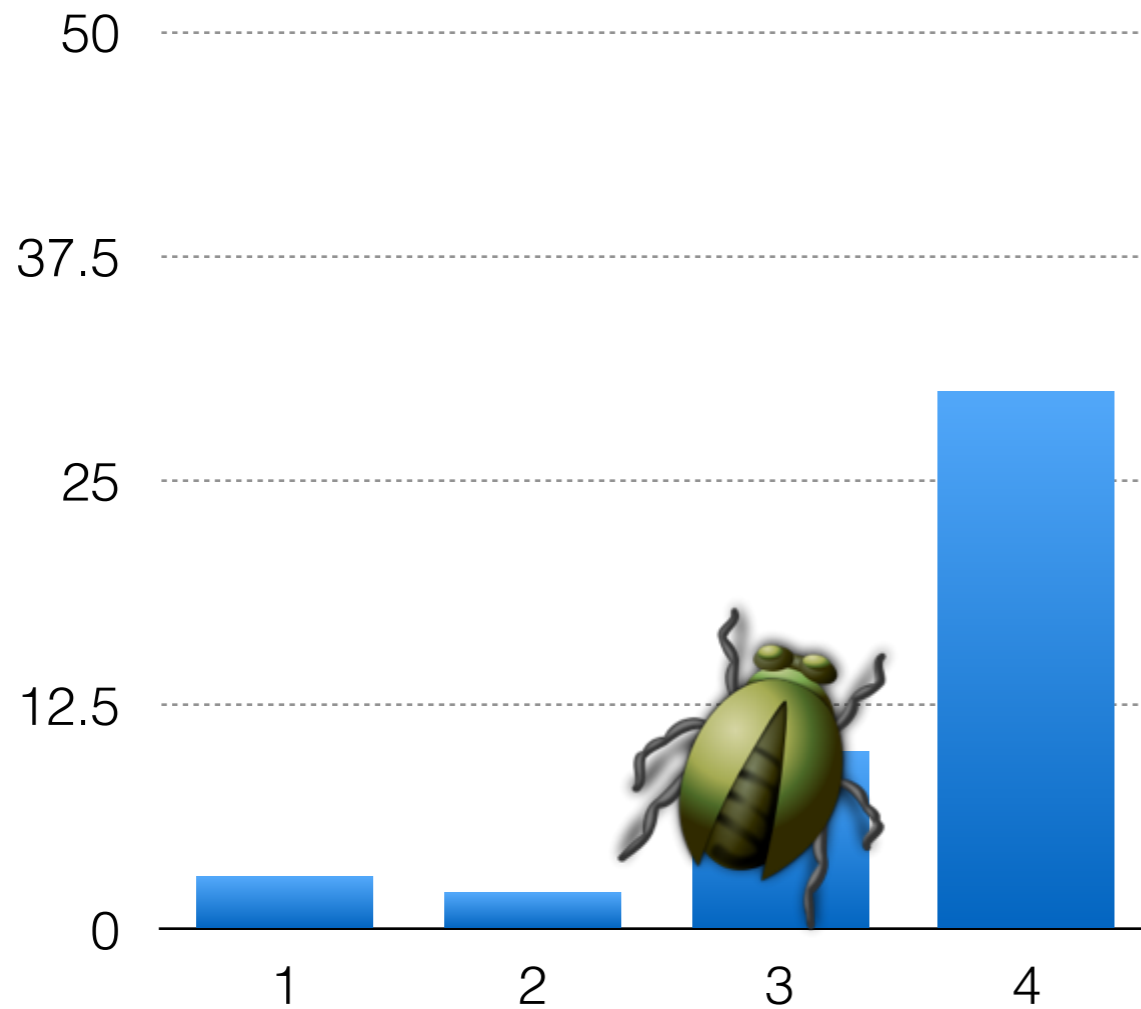
**Question C**

**Question B**

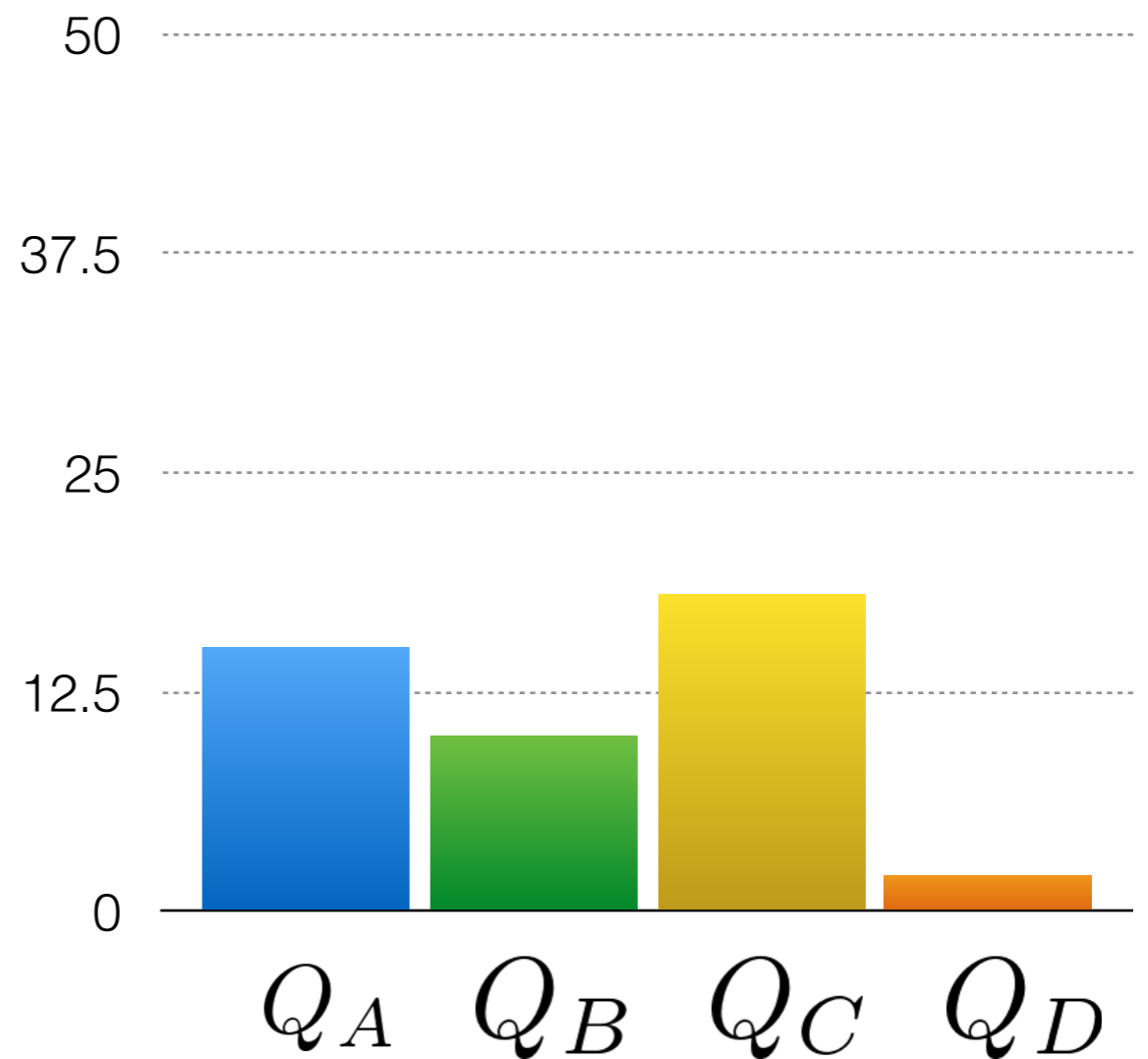
**Question A**

# Survey Too Long?

## Breakoff by Position



## Breakoff by Question



**Top 50% Breakoff by Position:**

Pos. 3, Count 10

Pos. 1, Count 5

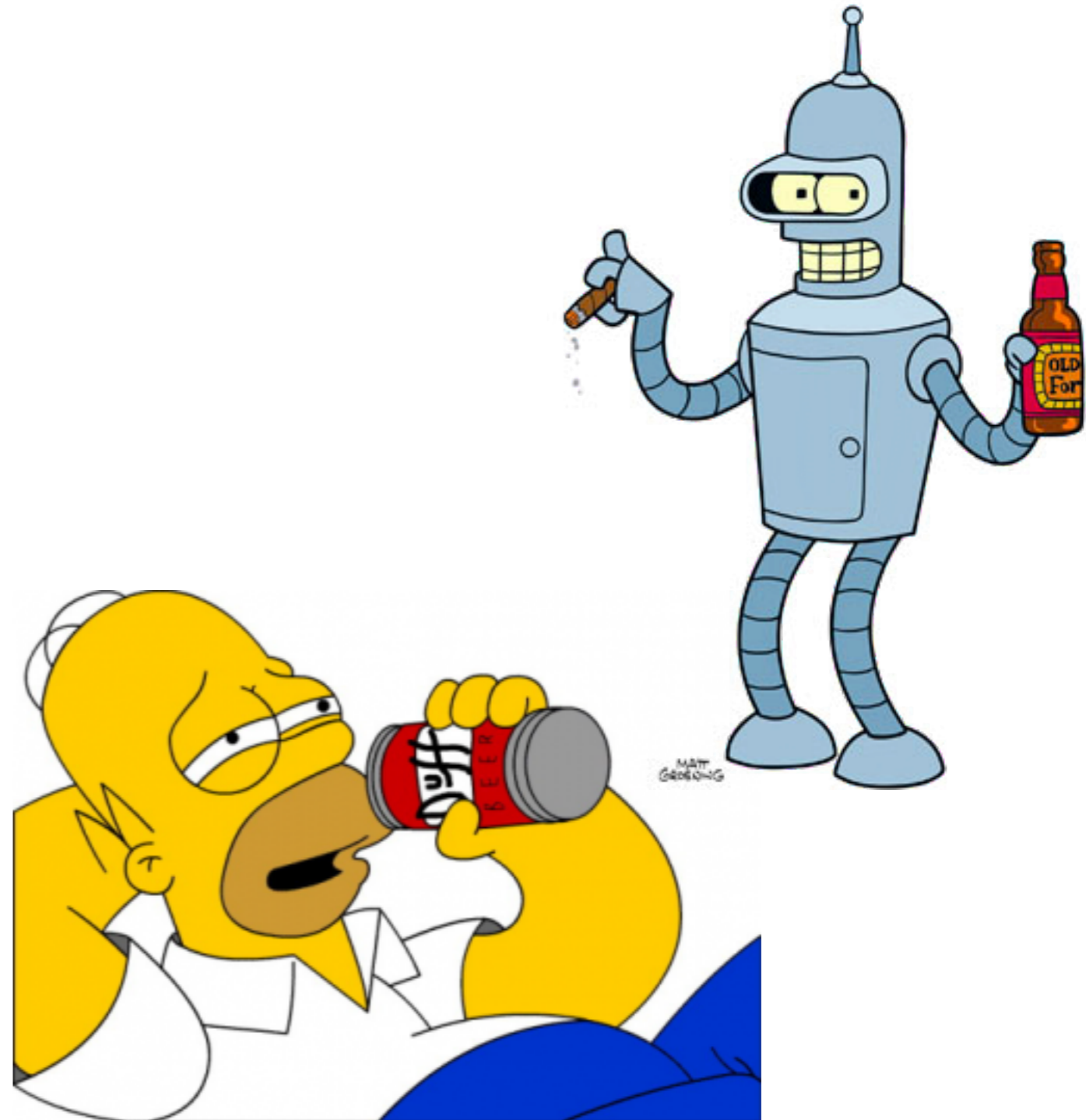
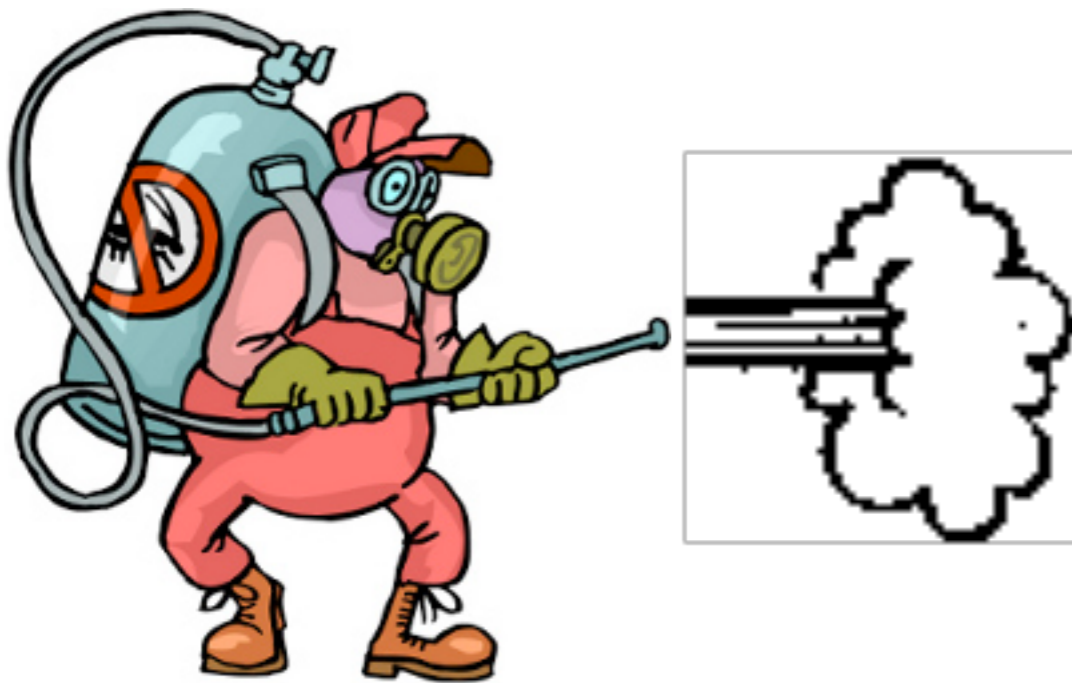
Pos. 2, Count 2

**Top 50% Breakoff by Question:**

Question C, Count 15

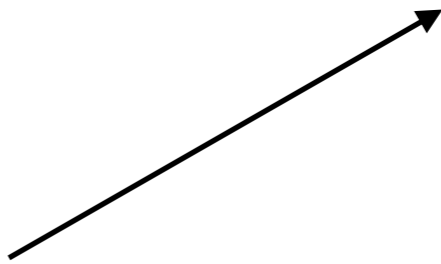
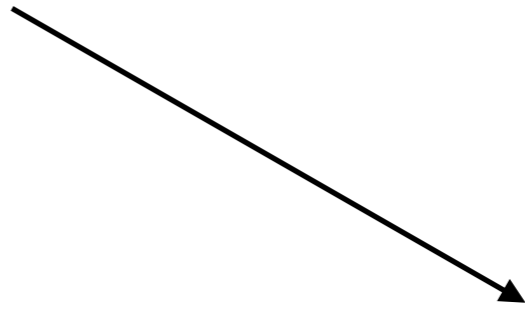
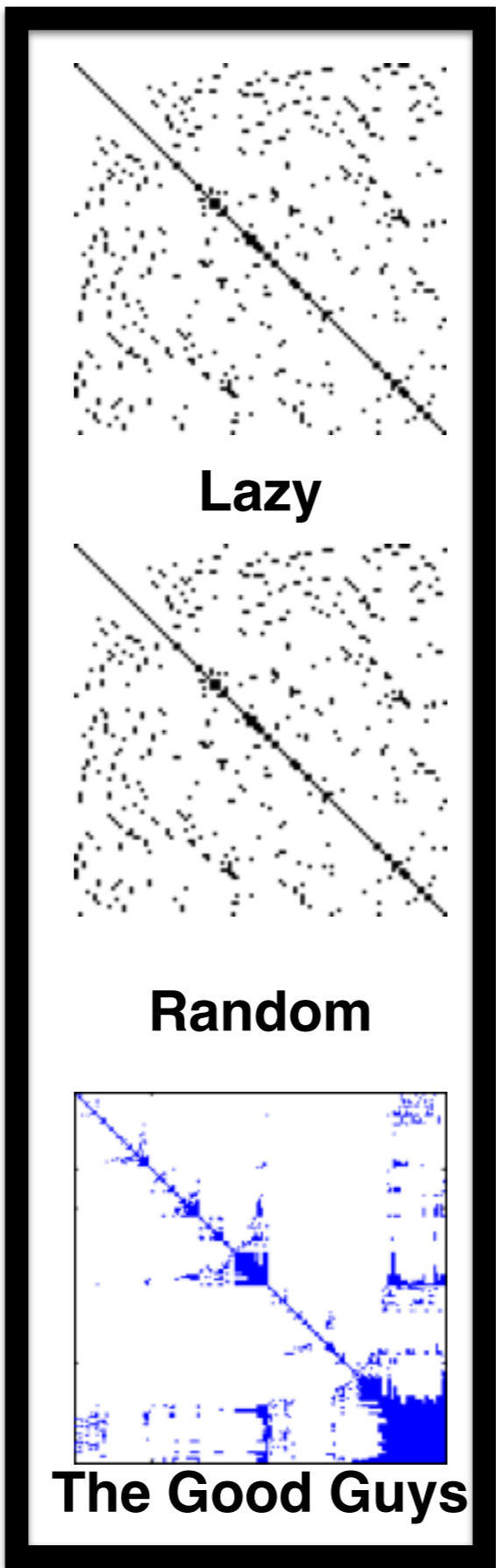
Question A, Count 13

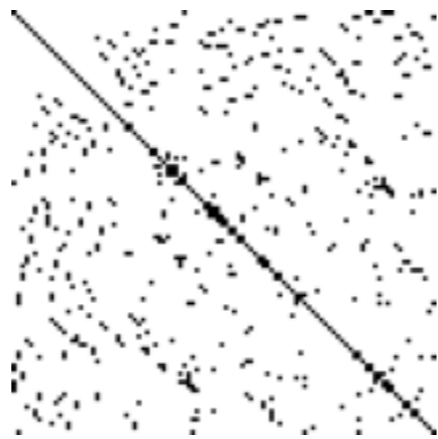
# Diagnosis: Bad Actors



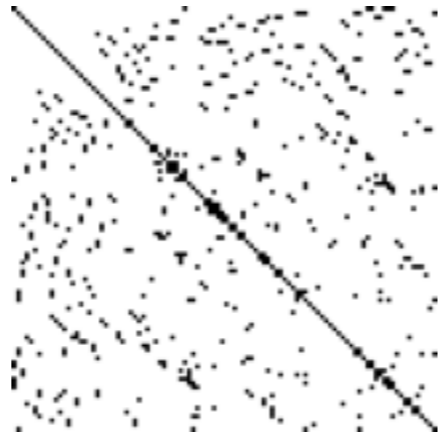




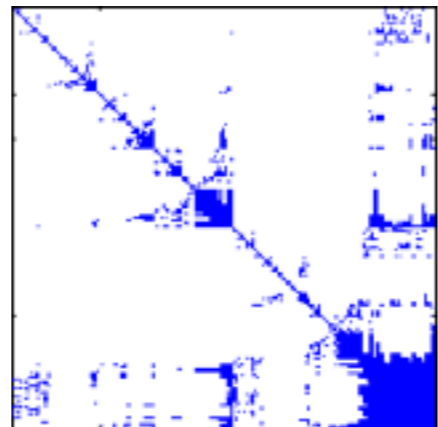




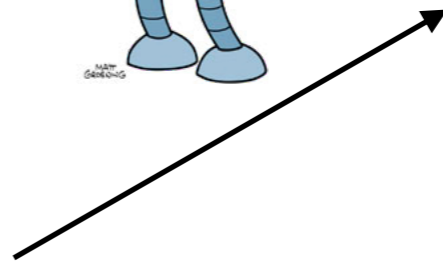
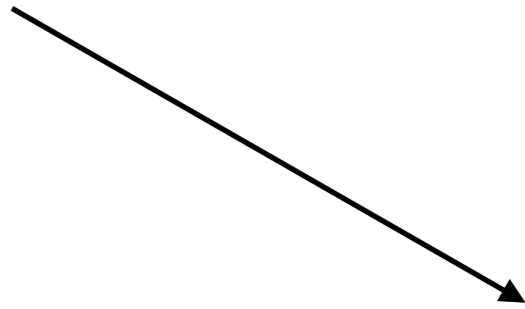
**Lazy**

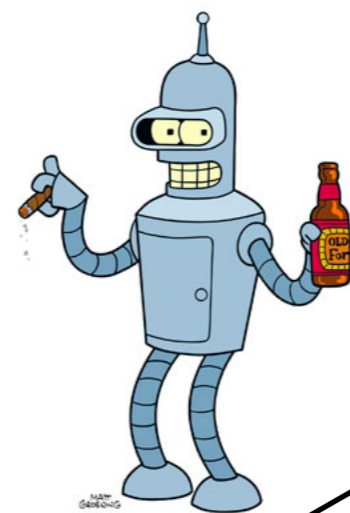
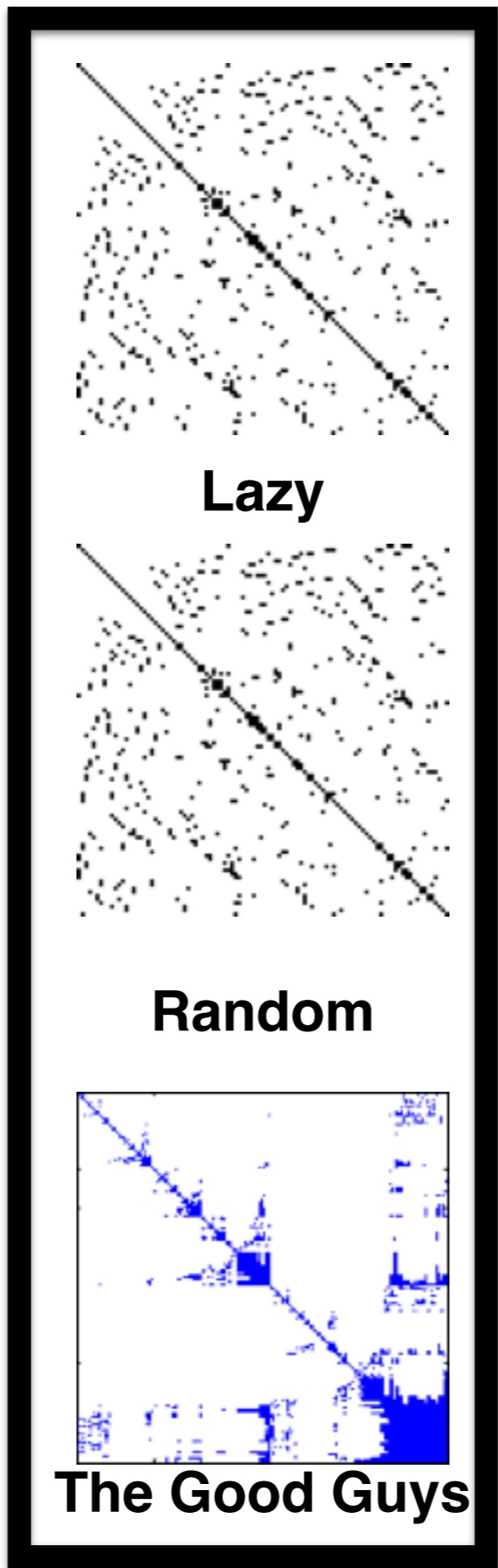


**Random**



**The Good Guys**





# Case Studies

- Linguistics: Phonology
- **Psycholinguistics: Prototypicality**
- Labor Studies: Wage Negotiation

**How representative of a chair is this image?**



**How representative of the category of odd numbers is this number?**

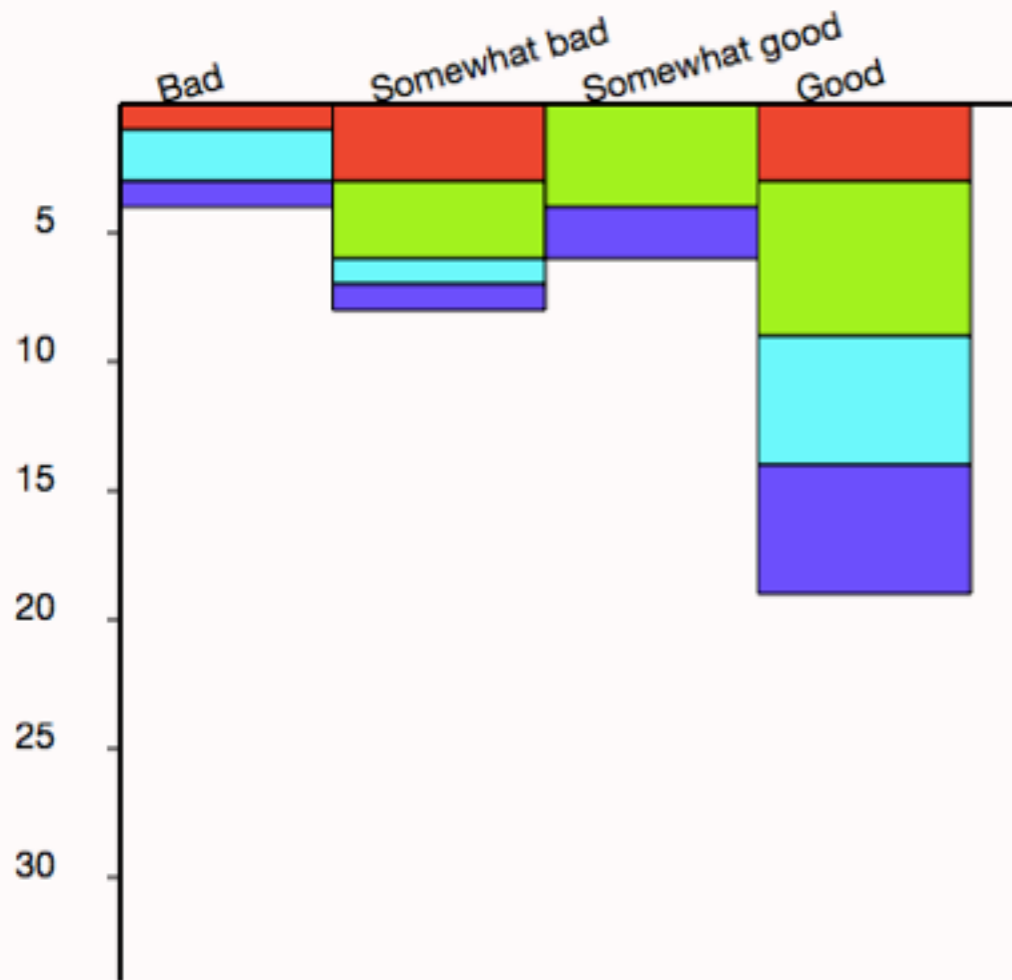
**787**

# Wording Bias

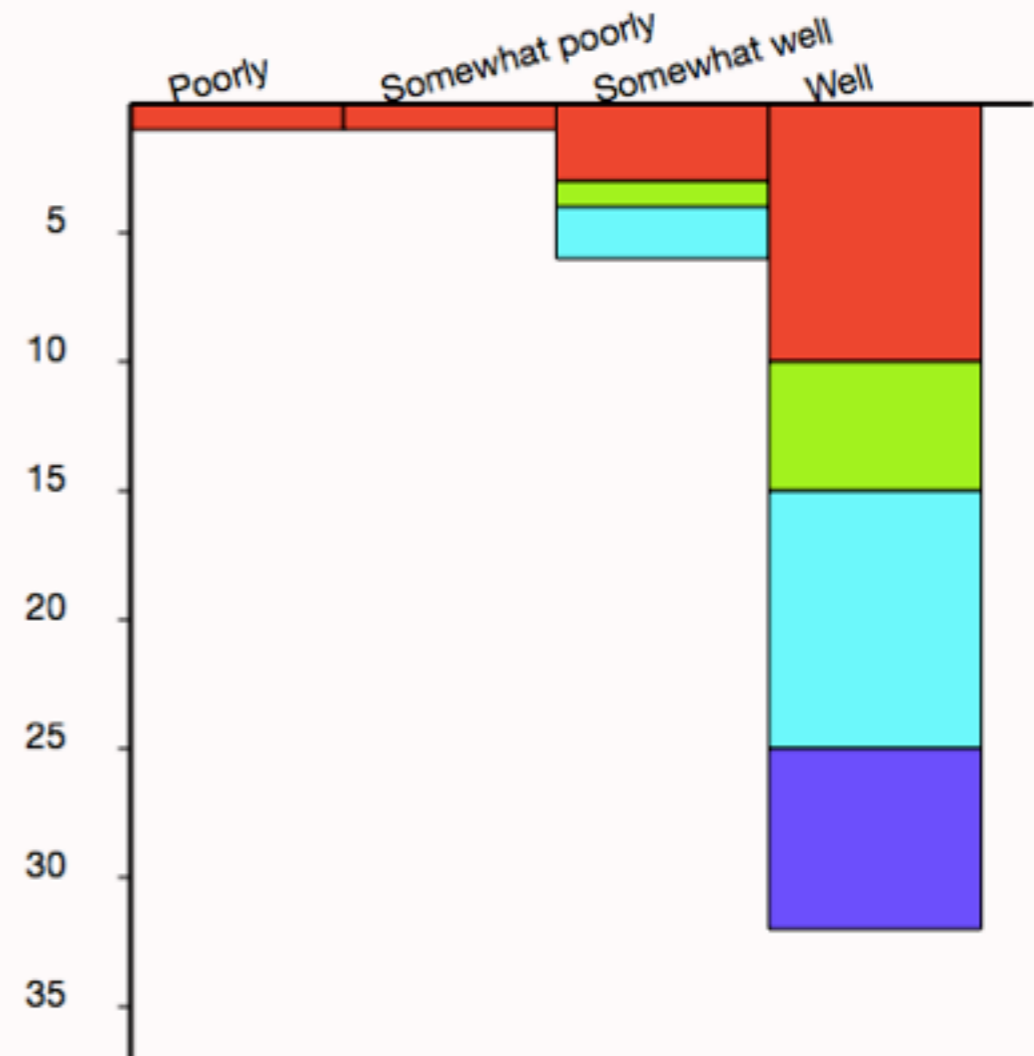
pVal: 0.014407395337783568

How good an example of an odd number is the number 463?

How well does the number 463 represent the category of odd numbers?



#/Responses: 37



#/Responses: 40

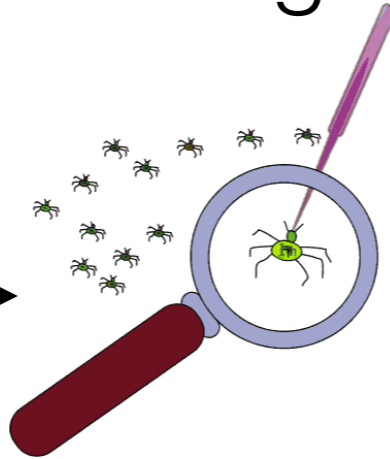
# SurveyMan.org



Program

Block	Question	Options	ordered	freetext
1	What is your age?	18-25	yes	
1		26-35	yes	
1		36-45	yes	
1		46-55	yes	
1		66+	yes	
1	Are you a native speaker of English?	Yes	no	
1		No	no	
2	Please say both words aloud. Which one would you say?	definitely corvette-licious	yes	
2		probably corvette-licious	yes	
2		probably corvette-alicious	yes	
2		definitely corvette-alicious	yes	
2	Please say both words aloud. Which one would you say?	definitely stampede-licious	yes	
2		probably stampede-licious	yes	
2		probably stampede-alicious	yes	
2		definitely stampede-alicious	yes	
2	Please say both words aloud. Which one would you say?	definitely berlin-licious	yes	
2		probably berlin-licious	yes	
2		probably berlin-alicious	yes	
2		definitely berlin-alicious	yes	
2	Please say both words aloud. Which one would you say?	definitely typhoon-licious	yes	
2		probably typhoon-licious	yes	
2		probably typhoon-alicious	yes	
2		definitely typhoon-alicious	yes	

Debug



Deploy



Accurate Results

Q5 What do you think should happen with Mirror Pond?

