Workshop
Factorial Survey Design
With a particular focus on employer-based surveys
October, 6 and 7 2022
Andreas Damelang and Jan Gniza

Short introduction

Factorial surveys combine advantages of conventional surveys and experiments. Each respondent evaluates several short hypothetical descriptions of situations (vignettes) whose attributes (dimensions) vary experimentally on a defined number of levels. The experimental design of the factorial survey creates the opportunity to employ random variation of the parameters of the particular situation. The randomization allows one to estimate the causal effects of the varying stimuli in the vignette based on the evaluation of the respondents. A substantial advantage of the factorial design is that one can implement the experimental logic in a classical survey.

In this workshop, we provide a theoretical and practical overview of factorial survey design. Building on best practice examples, we show different fields of application. One major field of application are employer-based surveys that have been widely used to study recruiters’ hiring intentions. To study recruiters’ hiring intentions, respondents with responsibility for personnel are presented with vignettes describing fictive candidates and asked to rate the probability that they would invite these candidates to a job interview.

Participants will get an overview of factorial survey designs with a particular focus on employer-based surveys. Moreover, participants will gain practical insights into creating factorial survey designs, implementing factorial survey designs in online surveys, data management and data analysis.

For the practical exercises, participants should have basic knowledge of the statistical software package Stata. Furthermore, participants will learn how to use the software package Unipark to implement factorial survey designs in online surveys (no prior knowledge required).
Course instructor

PD Dr. Andreas Damelang and Jan Gniza, M.Sc.

Andreas is Visiting Professor at Goethe-University Frankfurt/Main. Jan is PhD-Candidate at Friedrich-Alexander-University Erlangen-Nürnberg.

Program

Thursday, 6th
09:00-10:30; coffee break 11:00-12:30; lunch break; 14:00 to 15:30; coffee break 16:00-17:30

- Introduction to factorial survey designs (vignettes)
  • Short introduction to experiments and causality
  • What are vignettes
  • What can we do with vignettes
  • Criteria of good vignettes
  • Sampling
  • Lecture

- Drafting first vignettes based on participants' research / PhD project
  • The participants should consider how to use a vignette based on their research projects and should try to create a small vignette
  • Discussion and conclusion
  • Individual learning and support by us

Friday, 7th
09:00-10:30; coffee break 11:00-12:30; lunch break; 14:00 to 15:30; coffee break 16:00-17:30

- Implementing and programming vignettes in an online questionnaire
  • How to program an online questionnaires and how to implement vignettes
  • Stata, creating an excel sheet with all vignettes
  • Unipark, Practical exercise

- Analyzing vignettes
  • How to prepare the data (wide to long format)
  • How to analyze and interpret the results
  • Stata, practical exercise
Literature

Essential reading


General reading


Examples of employer-based surveys


