

Do you mind if I ask  
you a few questions?

# Challenges

- Non-representative samples
- Subjects are bad at recall.
- Subjects give socially desirable answers.
- Subjects may not know their own motivations.
- There is a mismatch between what we say and what we do.

# Some solutions

- Stop conducting surveys.
- Draw better samples.
- Observe the behaviour of subjects rather than asking them about their behaviour.
- Reduce incentives for social desirability.
- Integrate surveys and experimentation.

# CASI

- CASI is a very important innovation in survey research. And not only in Japan.
- CASI combines the anonymity of online surveys with the security and representativeness of in-house surveys.
- It allows for experimentation in ways not easily implemented under PAPI.

# Contributions

- Kohno *et. al.*: a very thorough mapping of the process for implementing CASI. Very informative for scholars of survey research.
- Nishizawa and Kuriyama: a careful, interesting, and convincing analysis of the extent of social desirability under PAPI and CASI surveys.
- Shimuzu *et. al.*: a clever, thoughtful and fun public goods experiment in a CASI survey. A good demonstration of the power of this method.

# Kohno *et. al.*

- How does the social relationship between the interviewer and subject change with CASI? Are there effects beyond social desirability and DKs?
- Do recall and consistency depend (for some) on conversation? More generally, is CASI an improvement or just a shift to a different cognitive style?
- How do response rates differ between the two techniques?
- What other kinds of experiments can be run on CASI? And how much of an opportunity does this present for funding, collaboration, and interdisciplinarity?

# Nishizawa and Kuriyama

- Very interesting (cultural) explanation of social desirability.
- But, there is no certain evidence that one method is better than another.
- *A priori*, do you expect social desirability to be greater among some individuals than others? Can you show smaller gaps in CASI?
- Does the sample play any role in this?
- What about CASI could induce *more* social desirability?

# Shimuzu *et. al.*

- Did the manipulation work? Yes!
- But what should we expect from the manipulation?
  - Theory says we should expect participation at close to 50%, *not* that we should expect higher participation.
- So, the effect of the manipulation should be dependent on ease of information *and* expectation of a rate of participation by others.
- More generally, is the most plausible explanation rooted in expectations about others' information, or expectation about others' type? Or both?