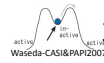
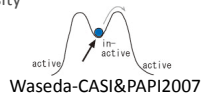


## Have You Really Not Participated?: Social Desirability Bias in an Opposite Direction

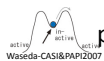
Yoshitaka Nishizawa, Doshisha University  
Koichi Kuriyama, Waseda University

23 January 2009



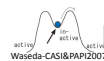
## 3 messages

- Social Desirability Bias (SDB) is operating
- it is “multi-dimensional”
- CASI is “cleaner” than PAPI



## political experience and "retreatedness"

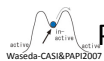
- have you ever done any of these activities in the list?
- some people think that they would continue doing these activities or would try if they had given a chance to do them. some people think that they would rather not to have anything to do with them. what is your opinion?



## PAPI / CASI comparisons 1: voting

- over report with PAPI, both **experience** and willingness

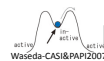
		Past Experience (%)			Mean	t-value	sig.
Survey Type	Never (0)	Once/twice (1.5)	Several times (3)				
Voting PAPI	1	3	96	2.91	-13.7	.000	
CASI	8	23	69	2.41			



## PAPI / CASI comparisons 1: voting

- over report with PAPI, both experience and **willingness**

		Future Willingness (%)			Mean	t-value	sig.
		Never do (-1)	Nie-ther (0)	Would do (1)			
Voting PAPI		1	6	93	.91	-7.5	.000
	CASI	8	11	81	.73		



## PAPI / CASI comparisons 1: voting

- over report with PAPI, both experience and willingness
- R want to appear to be "good" citizen
- this is what we "expect" (or SD answer)
- “democratic norm” bias

"retreatedness" hypothesis

- sense of uneasiness in using (or unwillingness to use) political means to solve personal or social problems
- “Retreatedness” is one major hurdle of political participation
- creates “bias” during interviews

## PAPI / CASI comparisons 2: others

- under report with PAPI, both experience and willingness

		Past Experience (%)			Mean	t-value	sig.
Survey Type		Never (0)	Once/twice (1.5)	Several times (3)			
Elec PAPI		71	14	15	0.65	3.0	.003
camp'g CASI		65	15	20	0.82		

## PAPI / CASI comparisons 2: others

- **under** report with PAPI, both experience and **willingness**

		Future Willingness (%)			Mean	t-value	sig.
		Never do (-1)	Nie-ther (0)	Would do (1)			
Elec	PAPI	72	19	9	-.64	5.7	.000
camp'g	CASI	56	32	12	-.45		

## PAPI / CASI comparisons 2: others

- under report with PAPI, both experience and willingness
- this is **NOT** what we "expect" (or SD answer)
- "retreatedness" bias
- R do not want to show his/her political involvements to a stranger (i.e. interviewer)

is CASI “cleaner” than PAPI

- less “contaminated” by “interviewer effects”
- CASI data fit “better” to voting/participatory models?
- Structural Equation Modeling

## causal model of participation

