TABLE OF CONTENTS

List of Figures and Tables ix

List of Abbreviations xi

Series Editor's Introduction xiii

Preface xv

About the Authors xvii

1. Introduction 1

2. Why and When to Use Factorial Survey Methods 4

2.1 An Illustration With the Fairness of Earnings Example 4

2.2 The Advantages of Experiments Within Surveys 9

2.3 Fields of Application 13

3. Setting Up the Experimental Design 16

3.1 Selection of Dimensions and Levels 17

3.2 Experimental Design 22

3.2.1 Full Factorial and Vignette Fractions 24

3.2.2 Efficient Designs 27

3.2.3 Ways to Construct Efficient Designs 30

3.2.4 Concluding Remarks on Experimental Designs 37

3.3 Blocking to Decks 38

3.4 Implausible and Illogical Vignette Cases 40

3.5 Sample Sizes 42

3.5.1 General Considerations for Sample Sizes 44

3.5.2 Power Calculations 50

3.6 Summing Up: Checklist and Workflow for Experimental Designs 56

4. Setting Up the Survey 60

4.1 Respondent Samples 60

4.2 Answer Scales 64

4.3 Mode of Presentation 69

4.3.1 Text or Tables 69

4.3.2 Order of Vignettes 72

4.3.3 Pictorial and Video Presentations 73

4.4 Survey Mode 75

4.5 Implementation Into Questionnaires 77

Do not copy, post, or distribute

Copyright ©2015 by SAGE Publications, Inc.
This work may not be reproduced or distributed in any form or by any means without express written permission of the publisher.

4.6 Instructions for Respondents 81
4.7 Pretesting 82

5. Data Analyses 85
5.1 Data Preparation 85
5.2 Regression Techniques 87
5.2.1 Models for Hierarchical Data 88
5.2.2 Random or Fixed Effects 91
5.2.3 Illustration of Regression Analyses 92
5.3 Relative Effect Sizes and Cross-Elasticity 99
5.4 Censored Responses 101

6. Further Aspects 105
6.1 Related Methods 105
6.2 Validity and Generalizability of FS Results 113

7. Concluding Remarks 119
7.1 Combinations With Other Research Methods 119
7.2 Summary of the Most Important Recommendations 121

Glossary 124

References 131

Index 139

Do not copy, post, or distribute

Copyright ©2015 by SAGE Publications, Inc.
This work may not be reproduced or distributed in any form or by any means without express written permission of the publisher.

LIST OF FIGURES AND TABLES

Figure 2-1	Example Vignette From a Factorial Survey on the Fairness of Earnings	5
Figure 2-2	Mean Vignette Evaluations by Sex of Vignette Person (VP) and Respondents With 90% Confidence Intervals (CIs)	6
Figure 2-3	Just Gender Pay Gaps (JGPGs) by Vignette Person's (VP's) Educational Degree With 90% Confidence Intervals (CIs)	8
Table 3-1	Draft of Vignette Dimensions, Levels, and Text Phrases	21
Table 3-2	2^3 Full Factorial and Two Half-Fractions	25
Figure 3-1	Examples of Design Plans	31
Figure 3-2	*D*-Efficiencies of *D*-Efficient and Random Samples by Size of Vignette Fraction (Orthogonal Main Effect $3^3 2^4$ Designs)	34
Figure 3-3	Sample Sizes for Vignettes, Decks, and Respondents	43
Table 3-3	*D*-Efficiency, Correlations, and Variance of Dimensions for *D*-Efficient and Random Designs	46
Table 3-4	Median Response Times by Number of Vignettes and Dimensions (in Minutes)	49
Figure 4-1	Example of a Magnitude Scale	65
Figure 4-2	Example of a Tabular Vignette Presentation	70
Figure 4-3	Schematic View of a Setup Data File	78
Figure 4-4	Programming of FS Modules With Wildcards Linked to Setup Data	79
Figure 5-1	Long and Wide Data Formats	87
Figure 5-2	Example Vignette From an FS on Fairness of Earnings (Varied Dimensions in Bold)	93
Figure 5-3	Frequency Distribution of Vignette Evaluations	94
Table 5-1	Regression Models of Fairness Evaluations (OLS, OLS With Cluster-Robust Standard Errors, and Random Intercept Model)	95

Do not copy, post, or distribute

Copyright ©2015 by SAGE Publications, Inc.
This work may not be reproduced or distributed in any form or by any means without express written permission of the publisher.

Table 5-2	Regression Models of Fairness Evaluations (Random Intercept Models With L2 Variables, Group Comparisons, and Cross-Level Interactions)	98
Table 5-3	Regression Models of Fairness Evaluations (Random Intercept and Random Intercept Tobit Models With Lower Limit Respective Lower and Upper Limits)	103
Figure 6-1	FS Task: Separate Rating of Paragraph Descriptions (Vignettes)	107
Figure 6-2	CE Task: Choosing One Tabular Option From a Choice Set	108

Do not copy, post, or distribute

Copyright ©2015 by SAGE Publications, Inc.
This work may not be reproduced or distributed in any form or by any means without express written permission of the publisher.