



College of Liberal Arts  
and Social Sciences

香港城市大學  
City University of Hong Kong



Department of  
Public and International Affairs

香港城市大學  
City University of Hong Kong



CAMS

CLASS Advanced Methods School

Seminars

# SURVEY EXPERIMENT: PRINCIPLES AND PRACTICES

Speaker

**Dr Shao Li**



Assistant Professor  
Zhejiang University, China



18 JUN  
2024  
(TUE)



11:30 AM  
(HKT)



LI-1511  
LI  
CITYU

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> Registration: <https://bit.ly/cams20240618b>





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## Abstract

Experimental methods have been extensively used in the studies of political science. Among many experimental designs, survey experiments are the most popular for its power for causal inference and low cost for implementing and analyzing. This seminar intends to introduce the method of survey experiment from a perspective of an empirical researcher in practice. Step by step, this seminar will introduce what questions a survey experiment can answer; how to design, implement and analyze it; and finally, how to write and publish a paper about it. We will also discuss the weaknesses of survey experiments, and what the solutions should be. This seminar aims to help audiences who would like to use relevant methods in their research projects.

## Speaker Bio

Li Shao is an assistant professor in the Department of Political Science, School of Public Affairs, Zhejiang University. His research interests include political behavior, political attitudes and political communication in Comparative Politics and International Relations. He is interested in experimental methods and computational social science. His recent works can be found in Political Research Quarterly; Politics, Groups and Identities; Review of Policy Research; Journal of Peace Research and PS: Political Science and Politics, among others.