

Continuous practice and mode transformation of nation-wide time series social surveys

Graduate School of Human Sciences

Professor Toru Kikkawa

 <https://researchmap.jp/read0185055?lang=en>


Abstract

In our research, we have been conducting a large-scale social survey to accurately grasp the state of social inequality and social psychology in relation and comparing the results across time points. We have pursued various trial surveys and large-scale surveys, aiming to seamlessly transfer ongoing surveys that have been conducted in the analog modems to web-based collection. This research project is known as the SSP (Stratification and Social Psychology) Project.

Background & Results

Usually, web-based surveys use a non-probability sampling method to obtain responses from a panel of spontaneously registered monitors. However, since it is essential to obtain responses from randomly selected respondents from administrative lists in order to continue existing surveys, it is necessary to establish a method of web-based survey for non-spontaneous targets, and to confirm the comparability in terms of data quality. We carefully bridged the gap between survey methods and established a method to conduct a web-based survey. This has enabled us to gain an unbroken picture of trends in public opinion and social consciousness in Japanese society, as well as changes in the structure of social stratification since the 20th century. The shift to this method is expected to lead to the generalization of web mode not only for academic social surveys, but also for official government surveys, market surveys, and public opinion polls.

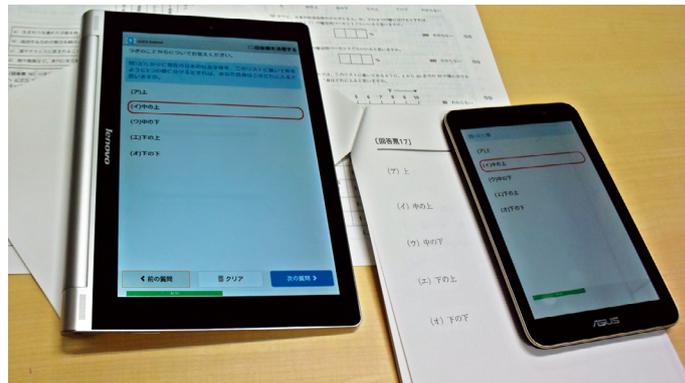
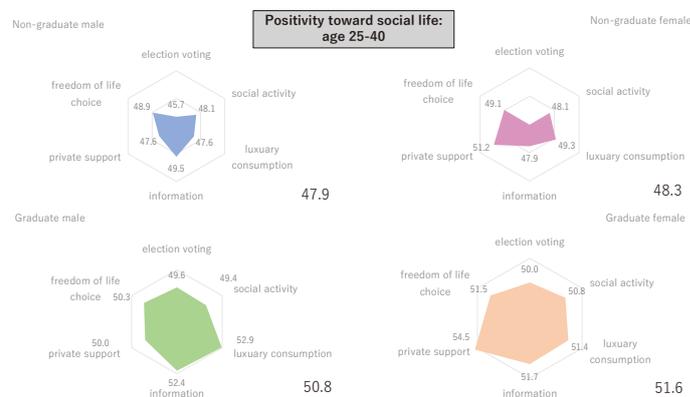
Significance of the research and Future perspective

Japanese social surveys have maintained a high international standard in terms of (1) rigorous survey participant design, (2) development and continuation of functional question items, (3) survey modes that yield accurate responses, and (4) continuity of time series data. Over 60 years of continuous use of the method by governments, public interest groups, news organizations, and others has resulted in the accumulation of survey data at multiple points in time for a wide range of generations.

The current challenge is to establish a method to obtain accurate survey responses from a new generation of people and to ensure social research sustainable. To achieve this goal, it is necessary to shift from paper-and-pencil mode survey questionnaires to electronic media surveys in a manner that does not compromise comparability.

Our research group conducted a survey using tablet PCs in 2015 and confirmed that response collection using electronic devices has comparability with traditional questionnaire surveys. Building on this, in 2022, we conducted the SSP2022 survey, the first random sampling national survey to use a push-to-web mode as its collection method. Analysis of the survey data has paved the way for shifting the mode of survey with intertemporal comparability from questionnaires to web-based responses.

In addition, we have clarified the changes in Japanese society from the 1980s to the 2020s through an timeseries comparative analysis, and discussed how the changes in social structure during the post-industrial period have changed people's social consciousness.



Patent

Kikkawa, Toru. Gap in attitudes toward higher education between graduates and non-graduates: Growing educational disparity in younger cohorts. In: Shirahase, S. (eds). *Social Stratification in an Aging Society with Low Fertility*. 2022, Springer, Singapore.

Treatise

Hommerich, Carola; Sudo, Naoki; Kikkawa, Toru (eds). *Social Change in Japan, 1989-2019: Social Status, Social Consciousness, Attitudes and Values, 2021*, Routledge.

Kikkawa, Toru, *Social division in Japan: Neglected presence of lightly educated guys*, Kobunsha, 2018 (in Japanese)

URL

<https://ssp.hus.osaka-u.ac.jp/en/>

Keyword

social inequality, web survey, opinion