

**PPA09**

## **Lives Saved vs. Lives Lost in Survey Research: Investigating Methodological Consistency**

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### **Abstract**

Seven different elicitation procedures are employed in a between-subjects experiment over hypothetical scenarios involving lives either being saved or lost over time. Inspired by a study by Frederick (2003) which included lives being saved in six of the seven procedures (choice, matching, total, sequence, equity, & context) and lives lost in just one of the cases (rating), we incorporate a completely balanced and symmetrical design with both lives saved and lives lost for all seven methodologies. The effect on the survey responses due to the outcome being saved or lost along with the contextual effect of the questionnaire design itself are both analyzed for each of the seven elicitation procedures employed.

### **Conference Track**

Public Policy and Public Administration