How Do You Know if People are Lying on a Survey?  
If so, what to do about it.  

### Candid Responses in Surveys, Stephen Ceci, Cornell University  
The presentation will describe several insights that Ceci and colleagues obtained while attempting to collect candid responses about sensitive topics. There will be a discussion of several strategies developed to deal with barriers to obtaining valid responses.

### Lying and the “Bradley Effect”, Kathleen Frankovic, CBS News  
This year, questions of whether respondents lied to pollsters took on a racial component, and centered on discussions of the so-called “Bradley Effect,” whether white respondents over-reported their intention to vote for an African-American candidate, Barack Obama. The presentation will report various tests for that effect in CBS News Polls during the 2008 election season.

### Lying in surveys: thoughts from a situated cognition perspective, Norbert Schwarz, University of Michigan  
Survey researchers assume that people know what they do, know what they believe, and can report on it. From this perspective, many findings suggest that survey respondents are less than “candid”. Challenging this interpretation, research shows similar context effects under conditions that do not lend themselves to this interpretation which are not subject to deliberate “faking”.

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**Wednesday, January 21, 2009**  
**11am - 12:30pm**  
**Lunch provided**  
**ILR Conference Ctr, Room 229**