

# 國立政治大學統計學系 學術演講

主講人：謝淑惠 副研究員(中央研究院人文社會科學研究中心)

題目：A Comparative Study of Direct and Indirect  
Questioning Methods for Sensitive Topics

時間：民國 113 年 12 月 23 日 (星期一) 下午 1：30

地點：國立政治大學逸仙樓 050101 教室

摘要：

Indirect questioning is a widely recognized survey technique designed to reduce evasive response bias when addressing sensitive topics. While some respondents may openly disclose stigmatizing traits or behaviors, others may misreport or withhold information due to social desirability bias, leading to compromised data quality. Despite advancements in survey methodologies, nonresponse and misreporting persist as significant nonsampling errors, resulting in biased analyses. This study provides empirical evidence for detecting cheating in the triangular model (CDTRM) and the unrelated question model (UQMC). Additionally, it compares the effectiveness and accuracy of direct and indirect questioning methods across the general sample and gender subgroups in addressing sensitive topics.

歡迎參加

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