

Professor Patrick Sturgis

Department of Methodology, London School of Economics and Political Science
Houghton Street
London WC2A 2AE

Email: p.sturgis@lse.ac.uk
Webpage: lse.ac.uk/patrick-sturgis
GoogleScholar: scholar.google.uk/patrick-sturgis
ORCID: orcid.org/patrick-sturgis

EDUCATION

- **PhD Social Psychology** Oct 1998 – Sep 2001
London School of Economics and Political Science
- **MSc (with distinction) Social Psychology** Oct 1993 – Sep 1994
London School of Economics and Political Science
- **BA (Hons) Psychology** Oct 1988 – Jul 1991
Univeristy of Liverpool

APPOINTMENTS

- **Professor of Quantitative Social Science (Head of Department from 2021)** June 2019 – Present
Department of Methodology, London School of Economics and Political Science
- **Professor of Research Methodology** May 2008 – June 2016
Department of Social Statistics and Demography, University of Southampton
- **Visiting Scholar** June 2016 – Dec 2016
Department of Quantitative Social Science, Harvard
- **Visiting Professor** May 2008 – Oct 2008
Institute for Social Research, University of Michigan
- **Reader** Apr 2007 – May 2008
Department of Sociology, University of Surrey
- **Senior Lecturer** April 2006 – April 2007
Department of Sociology, University of Surrey
- **Lecturer** Aug 2001 – April 2006
Department of Sociology, University of Surrey
- **Researcher** Sept 1995 – Sept 1998
National Centre for Social Research (NatCen)
- **Research Assistant** Sept 1994 – Sept 1995
'Coglab', Methodology Institute, London School of Economics and Political Science

PROFESSIONAL SERVICE AND RECOGNITION

- Chair of the *The European Social Survey Strategic Review Board, 2019-21*
- Academic Advisor to the *Wellcome Trust 2008-date*
- Member of the *Scientific and Technical Advisory Group of the National Survey for Wales, 2008-date*
- Member of the *Advisory Committee of the ESRC Research Centre on Micro-Social Change (MISOC) 2014-2024*
- Member of the *Advisory Committee of the National Surveys of Sexual Attitudes and Lifestyles (NATSAL) 2018-date*
- Member of the *Advisory Committee of the evaluation of Her Majesty's Courts and Tribunal Service 2020-2023*
- Member of the *Advisory Committee of the Department for Communities and Local Government Troubled Families Programme 2017-2020*
- Member of the *Advisory Committee of Public Attitudes to Genetics project, The Genetics Society, 2021-2023*
- Member of the *Advisory Committee of Australian polling inquiry, 2019-2021*
- Special Advisor *House of Lords Select Committee on Political Polling and Digital Media 2017/18*
- President of the *European Survey Research Association (ESRA) 2011-2015*
- Chair of the *Methodological Advisory Committee of the UK Household Longitudinal Survey (Understanding Society), 2011-2016*
- Chair of the *Methodological Advisory Board of the European Social Survey (ESS) 2016-2020*
- Vice-Chair of the *Methodological Advisory Board of the European Social Survey (ESS) 2013-2016*
- Chair of the *the ESRC Applied Quantitative Methods Network (AQMEN), 2013-2017*
- Member of the *Advisory Committee of the ESRC Welsh Institute for Social and Economic Research and Data (WISERD) 2012-2018*
- Member of the *Greater London Authority Advisory Group on Social Integration Measurement, 2018-2020*

- Member of the *Expert Advisory Group Future Cities Catapult Performance in Use* programme, 2016-17
- Chair of the *the British Polling Council and Market Research Society Inquiry into the 2015 pre-election polls*
- Member of the *Political Studies Association Quantitative Methods Network* 2013-2016
- Trustee of *GambleAware* 2016-2019
- Member of the *Responsible Gambling Strategy Board (RGSB)* 2011-2015
- Member of the *Advisory Board of the ESRC British Election Study* 2014-2020
- Member of the *Advisory Board of the Software Sustainability Institute* 2016-2018
- Member of the *Advisory Board Cathie Marsh Institute* 2014-date
- Member of the *Scientific Advisory Committee of the UK Household Longitudinal Survey (Understanding Society)* 2011-2016
- Member of the *ESRC/Nuffield/HEFCE Q-Step Strategy Board* 2016-2020
- Member of the *Government Statistical Service Methodological Advisory Committee* 2013-2018
- Member of *Nuffield Council for Bioethics working party on emerging biotechnologies*, 2011-13
- Member of *Harvard University programme on political and ideological valence of genomics*, 2011-13
- Elected Fellow of the *British Academy* 2023
- Elected Fellow of the *Academy of Social Sciences (FACSS)* 2016
- Honorary Life Fellow of the *Market Research Society (MRS)* 2017
- Associate Editor of *Journal of the Royal Statistical Society Series A*
- Associate Editor of *Public Opinion Quarterly*
- Editorial board member of *Methodology*
- Editorial board member of *International Journal of Social Research Methods*
- Editorial board member of *Survey Research Methods*

RESEARCH GRANTS

- **Harnessing Generative AI for questionnaire design, evaluation and testing**, October 2024-April 2026, £128,845, *Economic and Social Research Council: Principal Investigator (with Caroline Roberts and Tom Robinson)*.
- **Survey Futures**, July 2023-June 2026, £4,116,528, *Economic and Social Research Council: Co-Investigator (with Peter Lynn (PI), and others)*
- **Children of the 1990s – extending understanding of social mobility in England and Wales using the 2021 census**, Dec 2023-Nov 2025, £223,000, *Economic and Social Research Council: Co-Investigator (with Emma Gorman (PI), Franz Buscha, Min Zhang)*
- **Assessing the impact of COVID-19 on young peoples’ learning, motivation, wellbeing, and aspirations using a representative probability panel**, Sept 2020-Dec 2021, £223,000, *Economic and Social Research Council: Co-Investigator (with Lindsey Macmillan (PI), Jake Anders, Jill Wyness)*
- **Social Mobility in England and Wales: sub-national variation and effects of selective education**, Oct 2020 - March 2021, £185,000, *Economic and Social Research Council: Co-Investigator (with Franz Buscha (PI))*
- **National Centre for Research Methods (NCRM)**, Sept 2014-Sept 2019, £6,260,000, *Economic and Social Research Council: Principal Investigator (with David Martin, Gabriele Durrant, Lynn Jameison, John MacInnes, Graham Crow, Melanie Nind, Ros Edwards, Mark Elliot, Tarani Chandola, Vernon Gayle, Natalie Shlomo)*
- **National Centre for Research Methods (NCRM)**, Sept 2019-Sept 2014, £5,200,000, *Economic and Social Research Council: Principal Investigator (with David Martin, Gabriele Durrant, Chris Skinner, Graham Crow, Melanie Nind, Ros Edwards)*
- **Evaluation of the Green Deal and ECO programmes: Examining potential bias in the cluster sampling methodology**, March 2014 - June 2014, Principal Investigator (with Ian Brunton-Smith)
- **Inter-cohort Trends in Intergenerational Mobility in England**, Jan 2013-June 2014, £124,000, *Economic and Social Research Council: Principal Investigator (with Franz Buscha)*

- **Religion, Rationality, and Science**, Jan 2010-June 2011, £124,000, *The Wellcome Trust: Principal Investigator (with Nick Allum)*
- **Fitting statistical models to complex survey data**, June 2010-May 2012, £287,000, *Economic and Social Research Council: Co-Investigator (with Danny Pfefferman(PI))*
- **An assessment of the utility of interviewer observation variables for nonresponse adjustment in the National Survey for Wales**. September 2011 – November 2011, £15,000, *Welsh Assembly Government: Principal investigator (with Ian Brunton-Smith)*
- **The Wellcome Trust Monitor**. Sept 208 – Nov 2012, £1,132,000, *The Wellcome Trust: Principal investigator*
- **Survey Resources Network**, Sept 2008-Sept 2011, £1,188,000, *Economic and Social Research Council: Co-Investigator (with Peter Lynn (PI), Bob Erens, John McDonald, Nick Allum, Jonathan Jackson, Lisa Calderwood, Jon Burton)*
- **Social and Political Trust**, Jan 2006-Dec 2008, £210,000, *Economic and Social Research Council: Principal-Investigator (with Nick Allum)*
- **The Question Bank**, March 2005-June 2008, £5000,000, *Economic and Social Research Council: Co-Investigator (with Martin Bulmer (PI))*
- **Life-long Learning and Social Mobility**, 2008, £35,000, *Department for Education and Skills: Principal-Investigator (with Jo Blanden, Peter Urwin)*
- **An Investigation of Suitable Methods for Raising Response Rates in School Surveys**, 2006, £78,000, *Department for Education and Skills: Principal-Investigator (with Patten Smith)*
- **Public Understanding of Genomics and the Dynamics of Attitude Change**, September 2004-September 2005, £46,000, *Economic and Social Research Council: Co-Investigator (with Helen Cooper, Chris Fife-Shaw)*
- **Modelling Attitude Stability and Change**, June 2003-May 2006, £146,000, *Economic and Social Research Council: Co-Investigator (with Peter Smith (PI), Anne Berrington)*
- **Public Attitudes to Genomics Stability**, Sept 2003-Sept 2006, £750,000, *Economic and Social Research Council: Co-Investigator (with Richard Shepherd (PI), Julie Barnett, Victoria Senior, Jo Moran-Ellis, Andrew Coyle)*

PUBLICATIONS (GOOGLE SCHOLAR: 10702 CITATIONS; H-INDEX=50; I10INDEX=89)

Working Papers

4. Kostadintcheva, K., **Sturgis, P.** and Kuha, J. (2026) 'An investigation of the determinants of survey enjoyment in an online probability panel'. *Working Paper*. https://osf.io/preprints/socarxiv/ac23r_v1.
3. **Sturgis, P.**, Roberts, C. and Robinson, T. (2026) 'LLMs for Survey Pretesting: How Well Can Large Language Models Identify Flaws in Survey Questions?'. *Working Paper*. <https://osf.io/e5jwv/files/4wkqg>.
2. Brunton-Smith, I. and **Sturgis, P.** (2025) 'Trends in Social Science Research Methods in the Twenty-First Century: Automated Journal Article Coding Using Large Language Models'. *Working Paper*. <https://osf.io/zbuqv/>.
1. **Sturgis, P.** and Kuha, J. (2025) 'An Experimental Assessment of Interviewer-induced Social Desirability Bias'. *Working Paper*. https://osf.io/preprints/socarxiv/p6wr8_v1.

Journal Articles

67. **Sturgis, P.**, Robinson, T., Fung, L. and Roberts, C. (2026) 'SOCbot: Using Large Language Models to measure and classify occupations in surveys'. *Sociological Methods and Research*. In Press.
66. Wang, C., **Sturgis, P.** and de Kadt, D. (2026) 'AI labeling reduces the perceived accuracy of online content but has limited broader effects'. *Telematics and Informatics*, 107, <https://doi.org/10.1016/j.tele.2026.102416>.
65. Kostadintcheva, K., **Sturgis, P.** and Kuha, J. (2026) 'Survey Experience and Nonresponse in an Online Probability Panel: A Survival Analysis'. *Public Opinion Quarterly*. In Press.
64. Bosch, O., **Sturgis, P.**, Kuha, J. and Revilla, M. (2025) 'Uncovering digital trace data biases: tracking undercoverage in web tracking data'. *Communication Methods and Measures*. 19(2), 157–177.
63. McNeil, A. and **Sturgis, P.** (2024) 'Does local area social mobility affect political alienation?'. *Political Studies*. 73(3), 1106-1125. <https://doi.org/10.1177/00323217241283930>.
62. Kibuchi, E., **Sturgis, P.**, Durrant, G. and Maslovskya, O. (2024) 'The efficacy of propensity score matching for separating selection and measurement effects in mixed-mode surveys'. *Journal of Survey Statistics and Methodology*. Volume 12, Issue 3, June 2024, Pages 764–789.
61. Kibuchi, E., **Sturgis, P.**, Durrant, G. and Maslovskya, O. (2024) 'An assessment of the utility of a Bayesian framework to improve response propensity modes in longitudinal data'. *Survey Research Methods*. In Press.

60. **Sturgis, P.**, Brunton-Smith, I., Allum, N. and Fuglsgang, S. (2024) 'Testing the cultural-invariance hypothesis: A global analysis of the relationship between scientific knowledge and attitudes to science'. *PlosOne*. February 2024 <https://doi.org/10.1371/journal.pone.0296860>.
59. Gorman, E., Buscha, F., **Sturgis, P.**, and Zhang, M. (2023) 'Ethnic differences in intergenerational housing mobility in England and Wales'. *Journal of Social Policy*. 2023:1-21. doi:10.1017/S0047279423000570
58. **Sturgis, P.** and Brunton-Smith, I. (2023) 'Personality and survey satisficing'. *Public Opinion Quarterly*. 87(3): 689–718.
57. Gorman, E., Buscha, F. and **Sturgis, P.** (2023) 'Selective schooling and social mobility in England'. *Labour Economics* 81, ISSN 0927-5371, <https://doi.org/10.1016/j.labeco.2023.102336>.
56. Lessof, C., Cooper, R., Wong, A., Bendayan, R., Caleyachetty, R., Cheshire, H., **Sturgis, P** ... and Hardy, R. (2023) 'Comparison of devices used to measure blood pressure, grip strength and lung function: a randomised cross-over study'. *PlosOne*.
55. Anders, J., Wyness, J., MacMillan, L. and **Sturgis, P.** (2022) 'Inequalities in young peoples' educational experiences and wellbeing during the Covid-19 pandemic'. *Oxford Review of Education*.
54. **Sturgis, P.**, Brunton-Smith, I., and Jackson, J. (2021) 'Trust in science, social consensus, and vaccine confidence'. *Nature Human Behavior*. 5: 1528–1534.
53. Buscha, F., **Sturgis, P.**, and Gorman, E. (2021) 'Spatial and social mobility in England and Wales: A sub-national analysis of differences and trends over time'. *The British Journal of Sociology*. 72: 1378– 1393.
52. **Sturgis, P.** and Kuha, J. (2021) 'How survey mode affects estimates of the prevalence of gambling harm: a multisurvey study'. *Public Health*. 204: 63–69.
51. Jackson, J., Brunton-Smith, I., Bradford, B., Posch, K., Rodriguez-Oliveira, T., and **Sturgis, P** (2021) 'Police Legitimacy and the Norm to Cooperate: Using a Mixed Effects Location-Scale Model to Estimate the Strength of Social Norms'. *Journal of Quantitative Criminology*. 37: 547–572
50. **Sturgis, P** and Luff, R. (2021) 'The demise of the survey? A research note on trends in the use of survey data in the social sciences, 1939 to 2015'. *International Journal of Social Research Methodology*. 24(6): 691-696
49. **Sturgis, P.**, Durrant, G., Maslovskya, O., and Brunton-Smith, I. (2021) 'The interviewer contribution to variability in response times in face-to-face interview surveys'. *Journal of Survey Statistics and Methodology*. 9(4): 701-721.
48. Hill, C. Biemer, P. Buskirk, T. Callegaro, M. Cordova Cazar, A. Eck, A. Japoc, L. Kirchner, A. Kolenikov, S. Lyberg, L. and **Sturgis, P.** (2021) 'Exploring New Statistical Frontiers at the Intersection of Survey Science and Big Data: Convergence at "BigSurv18"'. *Survey Research Methods*. 13(1)
47. **Sturgis, P.** and Jennings, W. (2020) 'Was there a 'Youthquake' in the 2017 General Election?'. *Electoral Studies*. 64(102065)
46. Sindall, K., **Sturgis, P.**, Steele, F., Leckie, G., and French, R. (2020) 'A reassessment of socio-economic gradients in child cognitive development using Growth Mixture Models'. *Longitudinal and Life Course Studies*. 10(3): 283-305.
45. Kibuchi, E., **Sturgis, P.** Maslovskaya, O. and Durrant, G. (2019) 'Do interviewers moderate the effect of monetary incentives on response rates in household interview surveys?'. *Journal of Survey Statistics and Methodology*. 8(2) 264-284
44. Brunton-Smith, I., **Sturgis, P.**, and Leckie, G. (2018) 'How collective is collective efficacy? The importance of consensus in judgments about community cohesion and willingness to intervene'. *Criminology*, 56(3): 608-637.
43. **Sturgis, P.** Kuha, J. Jennings, W. Baker, N. Callegaro, M. Fisher, S. Green, J. Lauderdale, B. and Smith, P. (2018) 'An assessment of the causes of the errors in the 2015 UK General Election Polls'. *Journal of the Royal Statistical Society: Series A (Statistics in Society)*. 18(3): 757-781.
42. Buscha, F. and **Sturgis, P.** (2018) 'Declining social mobility? Evidence from five linked censuses in England and Wales 1971-2011'. *The British Journal of Sociology*. 69(1): 154-182.
41. **Sturgis, P.** (2018) 'The limits of public engagement for the governance of emerging technologies'. *Public Understanding of Science*. 22(1): 38-42.
40. **Sturgis, P.**, Williams, J., Brunton-Smith, I., and Moore, J. (2017) 'Fieldwork effort, response rate and the distribution of survey outcomes: a multi-level meta-analysis'. *Public Opinion Quarterly*. 81(2): 523-542.
39. Brunton-Smith, I., **Sturgis, P.**, and Leckie, G. (2017) 'Detecting and understanding interviewer effects on survey data by using a cross-classified mixed effects location-scale model'. *Journal of the Royal Statistical Society, Series A*. 180(2): 551-568.
38. **Sturgis, P.** and Kuha, J. (2016) 'Comment on 'What to do instead of significance testing? Calculating the 'number of counterfactual cases needed to disturb a finding''. *International Journal of Social Research Methodology*. 19(4): 491-495.
37. Turner, G., **Sturgis, P.**, and Martin, D. (2015) 'Can Response Latencies be used to Detect Survey Satisficing on Cognitively Demanding Questions?'. *Journal of Survey Statistics and Methodology*. 3(1): 89-108.
36. Gallego, A., Buscha, F., **Sturgis, P.** and Oberski, D. (2015) 'Places and preferences: a longitudinal analysis of self-selection and contextual effects'. *British Journal of Political Science*. 46(3): 529-550.

35. **Sturgis, P.** and Buscha, F. (2015) 'Increasing inter-generational social mobility: is educational expansion the answer?'. *The British Journal of Sociology*. 66(3): 512-533.
34. Allum, N., Sibley, E., **Sturgis, P.**, and Stoneman, P. (2014) 'The limits of public engagement for the governance of emerging technologies'. *Public Understanding of Science*. 23: 833-849.
33. **Sturgis, P.**, Roberts, C. and Smith, P. (2014) 'Middle Alternatives Revisited: how the neither/nor response serves as a face-saving way of saying 'I don't know''. *Sociological Methods and Research*. 43(1): 15-38.
32. **Sturgis, P.**, Brunton-Smith, I., Jackson, J., and Kuha, J. (2014) 'Ethnic diversity and the social cohesion of neighbourhoods in London'. *Ethnic and Racial Studies*, 37(8): 1286-1309.
31. Stoneman, P., **Sturgis, P.** and Allum, N. (2013) 'Understanding support for complementary and alternative medicine in general populations: use and perceived efficacy'. *Health*, 17(5): 512529.
30. Stoneman, P., **Sturgis, P.**, Allum, N. and Sibley, E. (2013) 'Incommensurable Worldviews? Is Public Use of Complementary and Alternative Medicines Incompatible with Support for Science and Conventional Medicine?'. *PLoSOne*, 8(1): e53174.
29. Smith G., John, P. and **Sturgis, P.** (2013) 'Taking political engagement online: an experimental analysis of asynchronous discussion forums'. *Political Studies*, 61(4): 709-730.
28. Sindall K., **Sturgis, P.** and Jennings, W. (2013) 'Public confidence in the police: a time-series analysis'. *British Journal of Criminology*, 52(4): 744-764.
27. Brunton-Smith, I., **Sturgis, P.**, and Williams, J. (2012) 'Is success on the doorstep correlated with the magnitude of the interviewer design effect?'. *Public Opinion Quarterly*, 76(2): 265-286.
26. Blanden, J., Buscha, F., **Sturgis, P.** and Urwin, P. (2012) 'Measuring the earnings returns to accredited adult learning in the UK'. *Economics of Education Review*, 31(4): 501-514.
25. Stoneman, P., **Sturgis, P.** and Allum, N. (2012) 'Exploring public discourses about emerging technologies through statistical clustering of open-ended survey questions'. *Public Understanding of Science*, 22(7): 850-868.
24. Brunton-Smith, I., and **Sturgis, P.**, (2011) 'Do neighborhoods generate fear of crime?: An empirical test using the British Crime Survey'. *Criminology*, 49(2): 331-369. *Winner of the Jon Rasbash memorial prize for quantitative social science 2012.*
23. **Sturgis, P.**, Brunton-Smith, I., Read, S., and Allum, N. (2010) 'Does ethnic diversity erode trust?: Putnam's 'Hunkering-Down' thesis reconsidered'. *British Journal of Political Science*, 41(1): 57-82.
22. **Sturgis, P.** and Smith, P. (2010) 'Assessing the Validity of Generalized Trust Questions: What kind of trust are we measuring?'. *International Journal of Public Opinion Research*, 22(1): 74-92.
21. **Sturgis, P.** and Smith, P. (2010) 'Fictitious Issues Revisited: political knowledge, interest, and the generation of nonattitudes'. *Political Studies*, 58(1): 66-84.
20. **Sturgis, P.**, Read, S. and Allum, N. (2010) 'Does Intelligence Foster Interpersonal Trust?: An Empirical Test Using the UK Birth Cohort Studies'. *Intelligence*, 38(1): 45-54.
19. **Sturgis, P.**, Read, S., Hatemi, P., Zhu, G., Trull, T., Wright, M. and Martin, N. (2010) 'A genetic basis for social trust?'. *Political Behavior*, 32(2): 205-230.
18. **Sturgis, P.**, Brunton-Smith, I., and Fife-Schaw, C. (2010) 'Public attitudes to genomic science: An experiment in information provision'. *Public Understanding of Science*, 19(2): 166-180.
17. **Sturgis, P.**, Choo, M., and Smith, P. (2009) 'Response Order, Party Choice, and Evaluations of the National Economy: A Survey Experiment'. *Survey Research Methods*, 3(1): 7-12.
16. Allum, N., **Sturgis, P.**, Tabourazi, D., and Brunton-Smith, I. (2008) 'Science knowledge and attitudes across cultures: A meta-analysis'. *Public Understanding of Science*, 17(1): 35-54.
15. Berrington, A., Hu, J., Smith, P. and **Sturgis, P.** (2008) 'A Graphical Chain Model for Reciprocal Relationships Between Women's Gender Role Attitudes and Labour Force Participation'. *Journal of the Royal Statistical Society, Series A*, 171(1): 89-108.
14. Di Pietro, G., Jack, G., **Sturgis, P.** and Urwin, P. (2008) 'Measuring the Returns to Networking and the Accumulation of Social Capital: Any Evidence of Bonding, Bridging or Linking?'. *The American Journal of Economics and Sociology*, 67(5): 941-968.
13. **Sturgis, P.** and Allum, N. (2008) 'The Measurement of Political Knowledge in Surveys'. *Public Opinion Quarterly*, 72(1): 90-102.
12. Sullivan, L. and **Sturgis, P.** (2008) 'Exploring social mobility with latent trajectory groups'. *Journal of the Royal Statistical Society, Series A*, 171(1): 65-88.
11. Adams, K., Hean, S., **Sturgis, P.** and Mcleod-Clark, J. (2006) 'Investigating the factors influencing professional identity of first-year health and social care students'. *Learning in Health and Social Care*, 5(2): 55-68.
10. **Sturgis, P.**, Cooper, H. and Fife-Schaw, C. (2005) 'Attitudes to Biotechnology: Estimating the Opinions of a Better Informed Public'. *New Genetics and Society*, 24(1): 34-58.
9. **Sturgis, P.**, Roberts, C. and Allum, N.. (2004) 'A Different Take on the Deliberative Poll: Information, Deliberation and Attitude Constraint'. *Public Opinion Quarterly*, 69(1): 30-65.

8. **Sturgis, P.** and Allum, N.. (2004) ‘Science in Society: Re-evaluating the Deficit Model of Public Understanding’. *Public Understanding of Science*, 13(1): 55-85.
7. **Sturgis, P.** (2004) ‘Analysing Complex Survey Data: Clustering, Stratification and Weights’. *Social Research Update*, 43.
6. **Sturgis, P.** (2004) ‘The Effect of Coding Error on Time Use Surveys Estimates’. *Journal of Official Statistics*, 20(3): 467-480.
5. **Sturgis, P.** (2004) ‘Knowledge and Collective Preferences: A Comparison of Two Approaches to Estimating the Opinions of a Better Informed Public’. *Sociological Methods and Research*, 31(4): 453-485.
4. **Sturgis, P.** (2004) ‘Attitudes and Measurement Error Revisited: Reply to Johnson and Pattie’. *British Journal of Political Science*, 32: 691-698.
3. **Sturgis, P.** and Allum, N. (2004) ‘Gender Differences in Scientific Knowledge and Attitudes toward Science: Reply to Hayes and Tariq’. *Public Understanding of Science*, 10: 427-430.
2. Purdon, S., Campanelli, P. and **Sturgis, P.** (2004) ‘Interviewer’s Calling Strategies on Face-to-Face Interview Surveys’. *Journal of Official Statistics*, 15(2): 199-216.
1. **Sturgis, P.** and Campanelli, P. (2004) ‘The Scope for Reducing Refusals in Household Surveys: An Investigation based on Transcripts of Tape-recorded Doorstep Interactions’. *Journal of the Market Research Society*, 40(2): 121-139.

Book chapters

16. Kelly, N., Montagu, I., **Sturgis, P.** and Greenwood, N. (2019) ‘Have the British Public really had enough of experts?’, in Curtice, J., Clery, E., Perry, J., Phillips M. and Rahim, N. (eds) *British Social Attitudes: The 36th Report*. London, The National Centre for Social Research.
15. **Sturgis, P.**, Brunton-Smith, I., and Jackson, J. (2019) ‘Regression-based response probing for assessing the validity of survey questions’, in Beatty, P., Collins, D., Kaye, L., Padilla, J-L., Willis, G., and Wilmott, A. (eds) *Advances in Questionnaire Design, Development, Evaluation and Testing*. Wiley.
14. Lessof, C. and **Sturgis, P.** (2018) ‘New kinds of survey measurement’ In David L. Vannette and Jon A. Krosnick (eds) *The Palgrave Handbook of Survey Research*, Springer, 165-173.
13. **Sturgis, P.** and Luff, R. (2015) ‘Audio-recording of open-ended survey questions: a solution to the problem of interviewer transcription?’ In Uwe Engel (ed) *Survey Measurements: Techniques, Data Quality and Sources of Error*, Campus Verlag, 42-57.
12. **Sturgis, P.**, Patulny, R., Allum, N. and Buscha, F. (2015) ‘Social connectedness and generalized trust: a longitudinal perspective’ Yaojun Li (ed) *The Handbook of Social Capitals*. Edward Elgar.
11. **Sturgis, P.** (2014) ‘Why one in ten Britons support the monetary control bill (even though it doesn’t exist): public opinion and nonattitudes’ In Phillip Cowley and Robert Ford (eds) *Sex Lies and the Ballot Box: 50 things you need to know about British elections*. Biteback, 9-12.
10. Turner, M., **Sturgis, P.**, Martin, D. and Skinner, C. (2014) ‘Can interviewer personality, attitudes and experience explain the design effect in face-to-face surveys?’ In Engel, Uwe, Jann, Benn, Lynn, Peter, Scherpenzeel, Annette and Sturgis, Patrick (eds) *Improving Survey Methods: Lessons from Recent Research*. Routledge
9. Roberts, C., Allum, N. and **Sturgis, P.** (2014) ‘Non-response and measurement error in online panels based on probability samples – are efforts to recruit reluctant panelists worth it?’ In Callegaro, M. Baker, R. Bethlehem, J. Göritz, A., Krosnick, J and Lavrakas, P. (eds) *Online panel research: a data quality perspective*. Wiley
8. **Sturgis, P.** (2012) ‘Surveys and Sampling’ In Breakwell, Glynis M., Smith, Jonathan A. and Wright, Daniel B. (eds) *Research Methods in Psychology, 4th Edition*. Sage.
7. Allum, N., **Sturgis, P.** and Read, S. (2011) ‘Social and Political Trust across Time and Culture’ In Davidov, E, Billiet, J and Schmidt, P. (eds) *Methods for Cross-Cultural Analysis: Basic Strategies and Applications*. Taylor and Francis
6. Allum, N., Patulny, R. and **Sturgis, P.** (2010) ‘Re-evaluating the links between social trust, institutional trust and civic association in Europe’ In Stillwell, J. et al (eds) *Understanding Population Trends and Processes*. Springer-Verlag
5. Allum, N., Patulny, R. and **Sturgis, P.** (2009) ‘A comparison of graphical models and structural equation models for the analysis of longitudinal survey data’ In Lynn, P. (ed) *Methodology of Longitudinal Surveys*. Wiley
4. **Sturgis, P.**, Allum, N., and Brunton-Smith, I. (2008) ‘Attitudes over time: The psychology of panel conditioning’ In P. Lynn (ed) *Methodology of Longitudinal Surveys*. Wiley.
3. **Sturgis, P.** (2008) ‘Designing Samples’ In Gilbert, N. (ed) *Researching Social Life, 3rd Edition*. Sage.
2. **Sturgis, P.**, Cooper, H., Fife-Schaw, C. and Shepherd, R. (2001) ‘Genomic Science: Emerging Public Opinion’ In Gilbert, N. (ed) *British Social Attitudes, 21st Report*. Sage.
1. Lynn, P., **Sturgis, P.**, Clarke, P. and Purdon, S. (2004) ‘The Effects of Extended Interviewer Effort on Non Response Bias’ In Robert M. Groves, John L. Eltinge, and Roderick J.A. Little (eds) *Survey Nonresponse*. Wiley.

Books

2. Engel, U., Jann, B., Lynn, P., Scherpenzeel, A., and **Sturgis, P.** (2014) *‘Improving Survey Methods: Lessons from Recent Research’*. Routledge, Abingdon.
1. Bulmer, M., **Sturgis, P.**, and Allum, N. (2009) *‘Secondary Analysis of Survey Data’*. Sage, London.

Reports

21. **Sturgis, P.**, Kuha, J., Howe, S. and Ioana, M. (2025) ‘Three experiments on the causes of differences in estimates of gambling and gambling impacts in general population surveys’. *London School of Economics and Political Science*. <https://eprints.lse.ac.uk/129116/>
20. **Sturgis, P.** (2023) ‘Review of the Office for Statistics Regulation’s approach to quality assessing the Covid Infection Survey’. *Office for Statistics Regulation, London*.
19. **Sturgis, P.**, Bracke, P., Staerkle, C. and de Leeuw, E. (2022) ‘Strategic Review of the European Social Survey’. *European Social Survey, London*.
18. **Sturgis, P.**, and Kuha, J. (2021) ‘Methodological factors affecting estimates of the prevalence of gambling harm in the United Kingdom: A multi-survey study’. *GambleAware, London*.
17. **Sturgis, P.** (2020) ‘An assessment of the accuracy of survey estimates of the prevalence of problem gambling in the United Kingdom’. *GambleAware, London*.
16. **Sturgis, P.** (2016) and Luff, R. ‘Social Impact Assessment Framework: Guide to Performance in Use’. *Future Cities Catapult, London*.
15. **Sturgis, P.** Baker, N. Callegaro, M. Fisher, S. Green, J. Jennings, W. Kuha, J. Lauderdale, B. and Smith, P. (2016) ‘Report of the Inquiry into the 2015 British general election opinion polls.’. *London: Market Research Society and British Polling Council*.
14. Luff, R., Wiles, R. and **Sturgis, P.** (2016) ‘Report on the Consultation on Methodological Research Needs in UK Social Science’. *National Centre for Research Methods*.
13. Smith, P., Nicolaas, G. and **Sturgis, P.** (2016) ‘Options for Carrying Out Large-Scale Surveys in Wales’. *Welsh Assembly Government*.
12. **Sturgis, P.**, and Brunton-Smith, I. (2014) ‘Examining potential bias in the sampling methodology for the Green Deal Assessment Survey’. *Report for the Department of Energy and Climate Change*.
11. Moley, S., Wiles, R. and **Sturgis, P.** (2013) ‘Advanced Research Methods Training in the UK: Current Provision and Future Strategies’. *National Centre for Research Methods*.
10. **Sturgis, P.**, and Brunton-Smith, I. (2011) ‘An evaluation of the potential utility of interviewer observation variables for reducing nonresponse error in the National Survey for Wales’. *Report for the Welsh Assembly Government*.
9. **Sturgis, P.** (2010) ‘An investigation into potential bias in the Young Person’s Monitor Data’. *The Wellcome Trust, London*.
8. Blanden, J., Buscha, F., **Sturgis, P.** and Urwing, P. (2009) ‘The effect of lifelong learning on intra-generational social mobility: evidence from longitudinal data in the United Kingdom’. *Department for Innovation Universities and Skills, London*.
7. Crow, G. and **Sturgis, P.** (2009) ‘Overview and Evaluation of ESRC Funded Research in Sociology 2006-9’. *Economic and Social Research Council, Swindon*.
6. Berrington, A., **Sturgis, P.** and Smith, P.W.F. (2006) ‘An overview of methods for the analysis of panel data’. *NCRM Methods Review Papers, (NCRM/007)*.
5. **Sturgis, P.** and Allum, N. (2006) ‘A literature review of research conducted on public interest, knowledge and attitudes to biomedical science’. *The Wellcome Trust, London*.
4. **Sturgis, P.**, Smith, P. and Hughes, G. (2006) ‘A Study of Suitable Methods for Raising Response Rates in School Surveys’. *Department for Education and Skills, London*.
3. Holford, J., Patulny, R. and **Sturgis, P.**, Smith, P. and Hughes, G. (2006) ‘Composite Indicators on Education and Training for Active Citizenship’. *European Commission*.
2. **Sturgis, P.**, Thomas, R., Purdon, S., Bridgwood, A. and Dodd, T. (2001) ‘Comparative review and assessment of key health state measures of the general population’. *Department of Health, London*.
1. Campanelli, P. **Sturgis, P.** and Purdon, S. (1997) ‘Can you hear me knocking? An investigation into the impact of interviewers on survey response rates’. *National Centre for Social Research, London*.

BLOG POSTS

- Pupils with graduate parents received an unfair advantage in their A-level results last year. (2021) *LSE Covid-19 Blog*.
- Almost two-thirds of Black British young people would be reluctant to get a COVID vaccine. (2021) *LSE Covid-19 Blog*.
- The crucial relationship between a society's trust in science and vaccine confidence. (2021) *LSE Covid-19 Blog*.
- Homeschooling during lockdown deepens inequality. (2020) *LSE Covid-19 Blog*.
- Lockdown scepticism is part of the Brexit divide. (2020) *LSE Brexit Blog*.
- Estimating how many Britons have already had COVID-19 using self-reported data. (2020) *LSE Politics and Policy Blog*.
- After the failures of recent years, can the polls be trusted in 2019? (2019) *The Guardian*.
- 'New poll suggests...': How to tell when public opinion has really changed. (2018) *LSE Politics and Policy Blog*.
- AAAS and public opinion about science around the world. (2018) *ESRC Blog*.
- Will Turnout Weighting Prove To Be The Pollsters' Achilles Heel In GE2017?. (2017) *Huffington Post*.
- I chaired the 2015 polling inquiry—here's my take on this year's polls (2017) *Prospect*.
- Are UK pollsters heading for another embarrassing election? (2017) *The Conversation*.
- Can you trust the EU referendum polls? (2016) *The Conversation*.

INVITED TALKS AND KEYNOTES (FROM 2013)

- **False economy? Testing the hypothesis that satisficing response styles require less cognitive effort** *Invited talk at the AAPOR Interviewer-Respondent Interaction workshop, Boston, May 2013.*
- **Science communication as political communication** *Invited talk at the Arthur M. Sackler Colloquium of the National Academy of Sciences, Washington DC, September 2013.*
- **Inter-cohort Trends in Intergenerational Mobility in England and Wales: income, status, and class** *Invited talk, Department of Quantitative Social Science, Institute of Education, November 2013.*
- **The End is Nigh? Survey research and socio-technological change** *Keynote address at the annual conference of the Social Research Association (SRA), December 2014.*
- **Intergenerational Social mobility in the UK: grinding to a halt?** *Invited talk at the Institute for Social and Economic Research (ISER), University of Essex, January 2015.*
- **What does the failure of the polls tell us about the future of survey research?** *Cathie Marsh Annual Lecture of the Royal Statistical Society, London, November 2015.*
- **Social class gradients in trajectories of cognitive development: an assessment of the current state of evidence** *Invited talk at the Department of Quantitative Social Science, UCL, November 2015.*
- **Intergenerational social mobility using the ONS-Longitudinal Study** *Invited talk at the Royal Statistical Society, London, February 2015.*
- **Intergenerational social mobility in England and Wales** *Invited talk, Nuffield College Oxford, December 2015.*
- **Declining Social Mobility? Evidence from five linked censuses 1971-2011** *Invited talk Department of Sociology, University of Edinburgh, December 2015.*
- **The polls: the worst way of predicting elections (except all the others)** *Invited talk at St Antony's College, Oxford, February 2016.*
- **Maintaining high response rates, is it worth the effort?** *Invited talk at the Royal Statistical Society, social statistics section meeting, London, March 2016.*
- **The Inquiry into the 2015 UK General Election Opinion Polls** *Invited talk at the Market Research Society, London, May 2016.*
- **Fieldwork effort, cost and the risk of nonresponse bias** *Invited talk at Westat, Washington DC, August 2016.*
- **The Future of Opinion Polling** *Keynote at the annual Elections Public Opinion and Parties conference, University of Kent, September 2016.*

- **Quality of internet surveys** *Invited talk, Statistics Sweden, Stockholm, November 2016.*
- **Regression-based thinkaloud analysis for assessing the validity of survey questions)** *Invited talk at the Question Design, Evaluation and Testing (QDET) conference of the American Statistical Association, Miami, November 2016.*
- **Whither the random probability survey?** *Invited talk at the Social Research Association (SRA), London, June 2017.*
- **The future of probability surveys** *Invited talk at the Scottish Social Research Association, Edinburgh, December 2017.*
- **The failure of the polls: lessons learned from the 2015 UK polling disaster** *Keynote address at the 19th General Online Research Conference, Berlin, March 2017.*
- **What can we learn from recent election poll misses?)** *Keynote at the conference of the Swedish Survey Association, Stockholm, February 2017.*
- **Why are we surprised when the polls are wrong?)** *Keynote at the conference of the Swedish Statistical Society Annual Conference, Lund, March 2017.*
- **Decomposing heterogeneity in response latencies in a face-to-face survey: Interviewer, respondent and question characteristics)** *Invited talk at the NatCen-ESS ERIC-City methodology seminar series, London, October 2018.*

TEACHING AND SUPERVISION

Current teaching (2022-23)

- MY464 Introduction to Quantitative Methods for Media and Communication (*Masters*)
- MY405 Research Design for Policy and Programme Evaluation (*Masters*)
- MY456 Survey Methodology (*Masters*)

Previous teaching

- MY451 Introduction to Quantitative Methods (*Masters, LSE*)
- Survey Methodology (*Masters, Southampton*)
- Causal Inference for Observational Studies (*Masters, Southampton*)
- Quantitative Methods I (*Undergraduate, Southampton*)
- Statistical Modelling (*MSc, Social Research Methods, Surrey*)
- Research Design and Survey Methods (*MSc, Social Research Methods, Surrey*)

Short Courses

- Courses in Applied Social Surveys – ‘Structural Equation Modelling’, University of Southampton, 2010-2017
- Courses in Applied Social Surveys – ‘Structural Equation Modelling for cross-sectional and panel data’, University of Southampton, 2014-2016
- Courses in Applied Social Surveys – ‘Analysis of panel data’, University of Southampton, 2015-2016
- Joint Program in Survey Methodology – ‘Structural Equation Modelling’, University of Michigan, 2008
- Day Courses in Social Research – ‘Structural Equation Modelling’, University of Surrey, 2003-2005
- Online course on Structural Equation Modelling (330,000 views) *National Centre for Research Methods.*

PhD Supervision

- Currently supervising: Imre Bard, Oriol Bosch, Katya Kostadincheva, Ronnie Koppers
- Supervised to completion: Carli Lessof, Eliud Kibuchi, Gosia Turner, Victoria Bolton, Ian Brunton-Smith, Sarah Bulloch, Katy Sindall, Debbie Wason. Louise Sullivan

Consulting and Advisory

- I have given evidence to All Party Parliamentary Group on Social Mobility (2017), the All Party Parliamentary Group on Statistics (2016), the House of Lords Select Committee on Social Mobility (2016), and the House of Lords Select Committee on Political Polling and Digital Media (2017).
- I have consulted widely for government departments, commercial, and third sector organisations: Department for Education; Department for Communities and Local Government; Department of Health; Department for Culture Media and Sport; Department for Environment; Food and Rural Affairs; the Department of Work and Pensions; the Welsh Government; the Department for Business, Energy and Industrial Strategy (BEIS); the Greater London Authority; the Office for National Statistics; the OECD; the Money and Pensions Service; the Alan Turing Institute; the Ada Lovelace Institute; the Future Cities Catapult; the Wellcome Trust; GambleAware; GSK; Lyreco; JD Sports; Asda; and Sainsburys

Media

- My research has received substantial coverage in the national print and broadcast media, including appearances on the Today Programme, Radio Five Live, BBC News, the World at One, The Daily Politics, and coverage in the Guardian, Observer, the Times, the Telegraph, Daily Mail, and the Independent.