Lecture on

"*Social Desirability Bias in Survey Data:*
Evidence from the Inter-vivos Transfers between Adult Children and Old Parents"

by Professor Nayoung Lee

Associate Professor, Department of Economics
University of Cincinnati

Date:	**7 March 2025 (Friday)**
Time:	**11:00 am – 12:15 pm**
Venue:	**Room 202,** **2/F, Cheng Yu Tung Building,** **The Chinese University of Hong Kong,** **12 Chak Cheung Street,** **Shatin, N.T.**
Language:	**English**

Abstract:

Reported income in survey data is often subject to measurement error, as respondents may forget, miscalculate, or intentionally misreport their income. Consequently, recent studies more rely on administrative data such as tax records. However, the surveyed income remains essential in contexts where administrative data are unavailable. This is particularly true for studies based on inter-vivos transfers, e.g., financial support exchanged between adult children and their elderly parents. In many countries, where public pensions or social security systems are not fully developed, elderly individuals often depend on traditional old age support systems, such as co-residency and financial transfers from their adult children. While survey data on inter-vivos transfers are crucial for the studies of the elderly, they may be prone to various sources of measurement error. This study uses the dyadic data structure of the Korean Labor Income Panel Study (KLIPS) to investigate the accuracy of the inter-vivos transfer variables between old parents and adult children. This study considers the various sources of penitential measurement error. The analysis reveals that social desirability bias is a significant source of measurement error in the variables of inter-vivos transfers, offering important implications for researchers relying on surveyed income data in similar contexts.

About the Speaker:

Nayoung Lee is an Associate Professor of Economics in the Lindner College of Business at the University of Cincinnati. She received her Ph.D. in economics at the University of Southern California. Before joining University of Cincinnati, she worked as an assistant professor at the Chinese University of Hong Kong. Nayoung's main field of interest is applied microeconometrics focusing on labor economics and development economics. She uses mainly household- or individual-level panel data for her work and considers identification issues related with both causality and data issues using micro-econometrics techniques. Her works have been published in top field journals such as *Journal of Econometrics* and *Journal of Applied Econometrics*.

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Enquiry: 3943 1620 / igef@cuhk.edu.hk