



## **Bonus Minutes and Complementary Cases: New Programs for the 2008 ANES Survey**

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The American National Election Studies is pleased to announce two new programs: *Bonus Minutes* and *Complementary Cases*. Scholars can use these opportunities to enhance their own research agendas while making important contributions to the ANES user community.

### **Bonus Minutes Overview**

For the first time, ANES will allow interested persons to purchase space on the 2008 national face-to-face election survey. This version of the largest and longest-running ANES data collection is a two-wave panel that will be conducted in the months immediately before (September, October) and after (November, December) the 2008 presidential election. All interviews are conducted face-to-face in respondents' homes. This study will be the newest addition to the ANES time-series that now covers over 50 years of elections. To learn more about the ANES time series, visit <http://www.electionstudies.org/studypages/cdf/cdf.htm> and <http://www.electionstudies.org/nesguide/nesguide.htm>.

People who purchase this space can, subject to the proposal review procedures described below, guarantee that topics and questions of their choosing are covered on the 2008 ANES survey. Given the extensive range of questions that the ANES normally includes, this opportunity provides for scholars a direct means for evaluating how particular items interact with existing items in a high-quality election survey.

### **Bonus Minutes Program Details**

**Up to 25 minutes of time will be available for sale.**

**For researchers who are formally affiliated with colleges, universities, or governmental agencies, the cost of a two-minute module is \$35,000. Additional minutes can be purchased at a price of \$15,000 each.** For all other persons, the cost of a two-minute module is \$58,000. Additional minutes can be purchased at a price of \$29,000 each. As ANES is strictly non-partisan, it cannot consider proposals from partisan organizations (i.e., organizations that attempt to intervene in the processes ANES is attempting to study).

**Proceeds from the Bonus Minutes program will be used to benefit the entire ANES user community.** After covering the necessary survey and administrative costs of the *Bonus Minutes* program, ANES will use the proceeds to expand the length of the pre-election survey (whose content will be determined by the entire user community through the Online Commons) and to improve data quality by pursuing activities such as vote validation. In short, while purchasers of Bonus Minutes will be able to secure a place for

questions of interest to them, their contributions will help to produce outcomes that benefit all ANES users.

**This program will not displace questions that would otherwise appear on the 2008 ANES.** Our grant from NSF pays for sixty minutes of interview time before and after the election. The *Bonus Minutes* program allows us to extend the post-election portion of the interview beyond our current capacity.

**All questions administered through the *Bonus Minutes* program will be made available to all ANES users on an equal basis.** This program does not provide exclusive or privileged access to ANES data to anyone. Purchasing Bonus Minutes simply reserves a place for the proposer's desired content will appear on the 2008 ANES.

**Final timings for contractual purposes will be determined in a pre-test to be conducted in the summer of 2008.** At that point, the *Bonus Minute* purchaser and ANES will agree to the final set of questions. In the event that proposed questions take more than the time purchased, the number of questions will have to be reduced. Should the proposed questions take far less than the time purchased under the Bonus Modules program, additional questions will be permitted. Generally speaking, 3 to 4 brief questions can be asked and answered per minute. More complicated questions can take substantially longer. ANES can provide data on question timing from previous surveys.

**To minimize the administrative costs of this program,** we cannot accept proposals for *Bonus Minutes* that are less than two minutes in length, only whole additional minutes will be sold.

**We expect that *Bonus Minutes* questions will appear at or near the end of the 2008 study's post-election wave.** The purpose of this placement is to ensure that *Bonus Minutes* content will not interfere with responses to questions being placed on the survey through normal ANES means. In rare instances, we will consider proposals for inclusion in the pre-election wave, but such proposals must be determined by ANES to pose no harm to the Time Series.

**The number of cases cannot be guaranteed, but here are our current estimates.** At present, ANES is scheduled to conduct hour-long face-to-face interviews in the homes of a nationally representative sample of Americans before and after the election. The survey is targeting a sample of 1500-1800 respondents for the pre-election interview. In addition, and thanks to a cooperative agreement with scholars from the University of Washington, we will also conduct interviews with a substantial oversample of the Latino population. The survey is targeting 350 additional Latino voters. As is always the case with large surveys, the actual number of cases we will achieve depends on a number of factors. Our Complementary Cases program may lead to an increase in the total number of cases. Moreover, we remain interested in partnerships with federal agencies and scholarly teams (such as the one we have with the University of Washington) that may further increase the total number of cases.

## Details on How to Make a *Bonus Minutes* Proposal

**Proposals for Bonus Modules will be reviewed on a case-by-case basis.** Each proposal must have two components: a *financial component* and a *scientific component*. The financial component must provide details on how the proposal will be funded. Both documents must be provided to ANES at [anes-proposals@electionstudies.org](mailto:anes-proposals@electionstudies.org). The scientific component will be posted on the Online Commons and should be considered a public document. The financial component will be reviewed by the ANES Board of Overseers, Principal Investigators, staff and other survey personnel as needed for evaluation and as required under federal Freedom of Information Act (FOIA) requirements, but it will not be otherwise distributed and will not be a public document.

**Each proposal's scientific component must propose wording for all questions.** It must also follow the format of proposals to the ANES Online Commons. This means that proposals are limited to ten pages with font no smaller than 12 point, one-inch margins, and double spacing. Scholars may submit multiple proposals. Scholars who wish to alert people to detailed materials to support their arguments may do so in the text of their proposal. All references must include a URL for a publicly-accessible website.

**As a general matter, the criteria for inclusion for *Bonus Minutes* questions are quite broad.** ANES prefers to receive *Bonus Minutes* proposals that are relevant to questions of voting and elections. The rationale underlying the proposal should be of high scientific quality and questions should be useful to a wide range of ANES users. Questions need not be about the elections specifically. Questions about a range of economic, sociological, psychological or related topics are welcomed. However, ANES will not accept any proposal that is seen to damage the integrity of the study in any way.

**We will use the Online Commons to seek public comment on the scientific component of the proposal and its value to ANES users for a period of no less than 60 days.** Then, we will refer the proposal to the Board of Overseers. Upon soliciting advice from the Board and the User Community, the Principal Investigators will render a decision on the proposal's suitability for the ANES. Based on the review and public comment, ANES may alter question wording to improve the value of the data to the ANES user community. As ANES retains the right to reject proposals for any reason, including question wording concerns, we encourage proposers to use the Online Commons as a means for soliciting advice about optimal wording.

**After the review, a proposal is either rejected or it is considered *provisionally accepted*. *Final acceptance* requires payment in full and all requisite IRB approvals.**

**IRB approval is required for final acceptance.** Such approval must come from several sources. First, the IRBs of Michigan, Stanford, and RTI International (the survey firm with whom we are working) must approve all ANES studies. The ANES staff will work with applicants who receive provisional acceptance to gain IRB approval at these institutions. Moreover, the home institution(s) of university-based researchers may require proposers to solicit their own IRB's approval prior to seeking funding or paying for *Bonus Minutes*. Please check with your home institution in advance of compiling a proposal. For final acceptance, ANES will need documentation of your home institution's IRB approval or documentation that your home institution does not require its own IRB review.

**In the event that more proposals are provisionally accepted than can be administered, priority will go to proposals that achieve *final acceptance* first. *Provisional acceptance* does not constitute a guarantee of content inclusion. That guarantee comes only after *final acceptance* is achieved.**

**Once our capacity for adding modules is exhausted, the Bonus Modules initiative for the 2008 ANES will end. Otherwise, the deadline for Final Acceptance is June 30, 2008.** If full payment for a *provisionally accepted* Bonus Minutes module is not received by this date, the questions cannot be included. To maximize the likelihood of meeting the deadlines described above, we recommend that Bonus Minutes proposals be submitted no later than **January 15, 2008**.

### **The Complementary Cases Program**

ANES is also interested in working with scholars who are interested in expanding the size of the respondent pool. These proposals can target a particular subpopulation or they can seek to increase the sample size as a whole.

The *Complementary Cases* initiative has the potential to provide innovative scholars who are interested in the views of specific Americans with an opportunity to obtain high quality data on their views at a relatively low cost. Subject to the conditions stated above, *Complementary Cases* can provide a “win-win” situation. Scholars who succeed in getting their sample added to the ANES win, because they get an oversample of their desired population without having to pay the fixed costs of conducting their own face-to-face study. The ANES user community wins because the data are made available to everyone on an equal basis and are collected in a way that enhances the value of the base study.

The procedures for submitting a Complementary Cases proposal parallel those described for the Bonus Minutes program. Each proposal must have two components: a *financial component* and a *scientific component*. The financial component must provide details on how the proposal will be funded. The scientific component must describe the target population and a rationale for including an expanded sample of such persons. Both documents must be provided to ANES at [anes@electionstudies.org](mailto:anes@electionstudies.org). The proposal review and acceptance policies are as stated above with one exception. **The deadline for *Final Acceptance* of a *Complementary Cases* proposal is March 31, 2008.** To maximize the likelihood of meeting this deadline, we recommend that Bonus Minutes proposals be submitted no later than **December 1, 2007**.

The cost per case will depend on the kind and number of additional cases requested. It should be noted that requests to oversample very small or hard to reach groups are likely to be prohibitively expensive. Moreover, it takes considerable time and effort to obtain cost estimates from the survey firms with which we work. So we cannot consider *Complementary Cases* proposals that will be impossible to implement or that are not attached to a credible funding source.

## **Bonus Minutes & Complementary Cases Program History**

The *Bonus Minutes* and *Complementary Cases* programs arise from two factors. The first factor is the National Science Foundation's desire to have the ANES "serve as a 'docking station' for substantive modules submitted by researchers who may not be part of the ANES project team." Such programs provide opportunities for scholars with special needs to advance their own research agendas while augmenting ANES data for everyone else.

The second factor is economies of scale. Conducting a nationally representative face-to-face survey entails paying the large fixed costs required to get ANES interviewers to the doorsteps of randomly selected Americans. Fixed costs also come from questionnaire design, computer programming (to allow dynamic interviews to be conducted via laptops in a range of settings), and sampling framework development and evaluation that must be completed before the first interview is attempted. Also fixed are the costs of extensive training to ensure that the interviews are conducted in a standardized manner, the costs of housing interviewers for the weeks when the 2008 study will be in the field, and payments that survey respondents receive for agreeing to participate in an interview. Once these fixed costs are paid, however, it is possible to add extra questions to the interviews and expand the sample at costs that are low relative to the fixed cost.

We are excited to have the opportunity to introduce these new programs. We look forward to working with you on using the Bonus Minutes and Complementary Cases programs expand and enhance upcoming ANES surveys.

Sincerely,

Jon A. Krosnick and Arthur Lupia  
ANES Principal Investigators