

*Catching up with*  
**The American National  
Election Studies**

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# History

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- A 50-year time series, innovative data collections.
- Founded at Michigan, now also at Stanford.
- Used by tens of thousands of researchers, journalists, students, and citizens around the world.

# Targets

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- Explain vote choice in elections for president and Congress
- Explain variations in turnout
- Facilitate a range of socially relevant analyses pertinent to the electoral context.
  - Many variables permit the evaluation of many hypotheses.

# ANES Operational Attributes

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- Ask many questions, provide many variables
  - Survey data merged with contextual data
- Promote comparisons
  - The value of the studies increase over time
- *No one* has privileged access
  - Data are released as soon as possible

# Our Goals

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- Improve measurement
  - More constructs
  - Better questions
- Improve scientific value
  - Stronger theory
  - Increase relevance to many social sciences
  - Increase value to the general public



Angus Campbell, Philip E. Converse,  
Warren E. Miller, and Donald E. Stokes

The American Voter  
Unabridged Edition

1960 - University of Chicago Press

# Primary Funding

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- 1950s-1970s
  - The Carnegie Corporation
  - The Rockefeller Foundation
  - The Ford Foundation
- Since 1977, the National Science Foundation

# Presidential Election Studies

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- Every presidential election year since 1948
- Large representative samples of American adults
- One hour (or longer) interview before the election
- One hour (or longer) interview after the election
- Face-to-face interviewing in respondents' homes

# Congressional Election Studies

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- Almost all congressional election years since 1948
- 27 studies

# The Time Series Studies

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1948	1966	1980	1994
1952	1968	1982	1996
1956	1970	1984	1998
1958	1972	1986	2000
1960	1974	1988	2002
1962	1976	1990	2004
1964	1978	1992	

# Panel Reinterview Studies

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- 1956 – 1958 – 1960
- 1972 – 1974 – 1976
- 1980 (January – January)
- 1988 – 1990 – 1992
- 2000 – 2002 – 2004

# Pilot Studies (to test new questions)

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1979

1993

1983

1995

1985

1997

1987

1998

1989

2000

1991

# More Special Designs

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1992 Methods Comparison Project

1984 Continuous Monitoring Study

1988-1992 Pooled Senate Study

1998 Super Tuesday Study

# But There Were Criticisms

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- The pre-post design is badly suited for capturing campaign effects.
- Many scholars in political science were alienated.
  - Supposedly a public good, but ...
  - No mechanism for public input
  - Proposals were often ignored.
- Face-to-face interviewing is a waste of money.
  - Telephone would be cheaper and just as effective.
- Limited innovation.

# Envisioning the Future

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- NSF held workshops to discuss big surveys.
  - Lots of support for the studies.
- New enthusiasm for large surveys at NSF.
  - Social science telescopes.
  - But new strategies were needed.
- “Business as usual” is no longer acceptable

# The 2004 ANES Recompetition

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- One award of \$7.6 million for 2006-2009.
  - Includes direct costs, indirect costs, cost sharing, board costs, acquisition, archiving, distribution, & augmentation
  
- Required components:
  - Continuity: presidential year, face-to-face, “docking station.”
  - ANES long-term panel
  - Partnership with a long-term panel study
  - Innovation
    - “New mode/data collection methods”
    - “Incorporating formal modeling and cognitive experiments or a mix of the two”

# Our Plan

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Multi-university. Multidisciplinary.

Creating Opportunities.

Promoting Innovation.

# The ANES 2008 Time-Series Study

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- A nationally representative “pre-post” design
  - “Pre” fielding period: labor day to election eve.
  - “Post” fielding period: After election day to mid-December
- Face to face interviews of at least one-hour each.
  - Interviews have a “core” component -- the basis of the time series
  - Interviews also contain questions relevant to current events and new theories

# Innovation with CAPI

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- During face-to-face interviews post-election, “turn the screen around” with headphones
- Did you vote?
- Prejudice
  - Bobo, Kinder, Sniderman, etc.
    - Veiled self reports
  - Social psychologists
    - Response times

# Show Images or Ads

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# The 2006 Pilot Study

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- More than 100 new questions.
  - Our pilot studies “field test” new questions
  - A good opportunity for scholars who lack other means for field testing.
  - You can evaluate the effectiveness of these questions by visiting [www.electionstudies.org](http://www.electionstudies.org).

# The 2008-2009 ANES Panel

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- Strategy: begin before the primaries, continue after the election.
  - January 2008-June 2009
- Attributes
  - >2000 cases to start.
  - 18 waves, 6 political, 1 DHS related
  - 30 minutes or equivalent per wave
- Analyses -- leverage time, space, and change
  - When do voters decide?
  - How do election year claims affect subsequent governance.

# NLSY & DHS Partnerships

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- A New Partnership with the National Longitudinal Surveys
  - Buy 4 minutes on the next two Young Adult Surveys (06, 08) and one minute on NLS 79.
- NLS provides detailed data on [life, family, generations].
- DHS: questions about homeland security and terrorism in the electoral context

# The Online Commons

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- You can post proposals on the Online Commons.
- A comment period follows.
- Over 1100 new questions (each) were proposed for the Pilot and Panel studies.
- The OC is open now the 2008 Time Series Study and the DHS parts of the Time Series and Panel Studies

# ANES Online Commons

New to the Online Commons? Take our new user tour.

[Overview](#) ... [FAQ](#) ... [Code of Conduct](#) ... [Privacy Policy](#) ... [Register](#)

[Search](#) ... [Member List](#) ... [Change Password/Preferences](#) ... [Log in](#)

Submit content proposals for posting to: [anes-proposals@isr.umich.edu](mailto:anes-proposals@isr.umich.edu)  
Questions? Email us at: [anes@electionstudies.org](mailto:anes@electionstudies.org)



## Forum: 2006 ANES Pilot Study



[Forum Index](#) -> [Forum: 2006 ANES Pilot Study](#)

Discussions	Replies	Posted by	Views	Last Post
<a href="#">Discussion: Rule of Law</a>	1	ANES	79	Fri Jun 30, 2006 6:16 pm ANES
<a href="#">Discussion: Policy-related Questions for Surveys Concerning the 2006 or</a>	2	ANES	83	Mon Jun 26, 2006 6:57 pm ANES
<a href="#">Discussion: Media Exposure and Ideology</a>	0	ANES	52	Fri Jun 23, 2006 4:24 pm ANES
<a href="#">Discussion: Political Networks</a>	11	ANES	396	Fri Jun 23, 2006 10:04 am ANES
<a href="#">Discussion: Candidate Gender and American Political Behavior</a>	6	ANES	277	Fri Jun 23, 2006 9:41 am ANES
<a href="#">Discussion: Issue Salience and Issue Ownership Questions</a>	6	ANES	370	Thu Jun 22, 2006 9:50 pm belanger
<a href="#">Discussion: Financial Resources and Security</a>	3	ANES	91	Thu Jun 22, 2006 8:41 pm pm
<a href="#">Discussion: Testing a New Generation of Media Use Measures for the ANES</a>	2	ANES	121	Thu Jun 22, 2006 1:11 pm Barabas
<a href="#">Discussion: The Social Construction of Public Opinion Measuring the Impa</a>	1	ANES	96	Thu Jun 22, 2006 12:38 pm Barabas
<a href="#">Discussion: Decision-Making Competence</a>	1	ANES	115	Thu Jun 22, 2006 12:00 pm Barabas
<a href="#">Discussion: Group Emotions 1</a>	2	ANES	178	Wed Jun 21, 2006 11:02 pm

# OC Advantages

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- Leverage a broad range of talent
  - An “open source” strategy for questionnaire development
  - Over 600 scholars have participated
- Legitimacy through transparency
  - Users observe substantive and theoretical rationales for questions.
  - Scholars can document the process by which survey content decisions are made.

# Bonus Minutes and Complementary Cases

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- Bonus Minutes:

- Questions must contribute to the core scientific mission of the ANES, be non-partisan, and of potential interest to many scholars.

- Complementary Cases

- We will also accept proposals to oversample certain populations
- A Latino oversample (with Spanish-language interviewing) is funded.
- Other proposals are in development.

# Methodological Innovations

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- Political Knowledge Measures
- Coding of Open-Ended Questions
- Progress through Outreach

# Outcomes

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- INNOVATION IN DESIGN – BEST PRACTICES
- VALUE
  - Conceptual and relational clarity for science and society.
- KNOWLEDGE ACCUMULATION
  - From design interactions & debate, and the data.
- EXPAND OWNERSHIP
  - This study belongs to no one person, no small group of persons, no single university, no single point of view.
  - Science and scientists can take greater pride in ownership. In return, can induce them to innovate and create scientific and social value.