**Appendix A: Survey Instruments**

*Experiment 1:*

The person below has the following rap sheet: 1 count of armed robbery, 1 count of carjacking, 1 count of drug possession. The person is age 25, Latino, male, and has a high school degree.

* How long should this individual be sentenced? [2-10 years]
* How likely are they to commit another crime? [5-point scale]

*Experiment 2:*

To what extent to you agree or disagree with the following statements? [7-point scale]

* “The American system of punishment for criminals decreases crime”
* “The US prison system provides enough resources for prisoners to go back to society after serving time”

*Experiment 3:*

To what extent to you agree or disagree with the following statements? [7-point scale]

* “Illegal aliens are hard-working”
* “Illegal aliens make the United States unsafe”

*Experiment 4:*

How much do you agree or disagree with the following statements? [5-point scale]

“We are a nation of laws. Undocumented workers broke our immigration laws, and I believe that they must be held accountable, especially those who may be dangerous. That’s why over the past six years deportations of criminals are up 80 percent, and that’s why we’re going to keep focusing on threats to our security." [-Barack Obama]

“Whether it's asylum, whether it's anything you want -it's illegal immigration -can't take you anymore. We can't take you. Our country is full. Our area's full. The sector is full -can't take you anymore. I'm sorry -can't happen, so turn around." [-Donald Trump]

**Appendix B: Student Comments on Survey Experiment Project**

*Comments shared by students when asked about their experience with the survey experiment project:*

“The research topic my group members and I decided to explore was one that spoke to me personally. I had been a witness to the discrimination that colorism entails in my community and with family, so in a way I feel as though I was trying to understand why discrimination due to color is so strong in Latino/Hispanic communities rather than affirmation of it. I absolutely enjoyed doing this research, from trying to come up with a perfect hypothesis, to the actual design, and the excitement of the results. It has helped me narrow down possible areas of interest in my future plans to pursue a PhD in political science.”

“Initially, I thought it was going to be tedious. However, the process of it all - collecting and analyzing data - had me full of anticipation for the final results. This process was enjoyable, fun and I hope to do more of it in the future!”

“This research assignment gave me the opportunity to look for issues that have been overlooked by the community. During my time studying political science I have never heard of politicians trying to improve the prisoner reforms in the United States. After discussing with my teammates we thought it would be a good idea to look into prisoner reforms and see if citizens know basic knowledge about the issue and their opinion on other countries prisoner reforms. Overall my experience on this assignment was wonderful.”

“This research assignment not only helped me figure how to conduct research properly, but also taught me that it takes time and effort to conduct a study that will lead you to results. Taking this class is now helping me with other classes of mine who are also studying voting and why people do or don’t vote. I am definitely willing to conduct more research in the future and Poli 123 is a cause of my new interest in research!”

“I truly enjoyed doing the research and am actually interested in doing more research due to [the course] as I was exposed to the survey application we used. It was truly a magnificent experience trying to understand our topic and understand how the data works, so I am hoping to do more research through it and understand our community more.”

“I'm also very happy to announce that I was accepted into the Political Science Honors Program. My proposed research is very similar to the topic that I worked on in [the course] as it related to immigration. I am very dedicated and passionate about my thesis because I… have lived my life in uncertainty waiting for an immigration reform and want to understand the core issues. In addition, since my goal is to attend law school and become an immigration lawyer, I hope that maybe I can bring forth an immigration reform that will help my community.”

**Appendix C: Benchmark Assignments**

BENCHMARK 1: RESEARCH HYPOTHESIS DRAFT

* In 1-2 sentences, identify a **political issue** you as a group care about
* In 2-3 sentences, describe an **intervention**(frames,  information, visuals, cues, etc.) that you think can influence your audience.  *Remember your audience is likely to be liberal-leaning, so think specifically about what might still influence opinion for people with more of a liberal ideology.*
* In 1-3 sentences, describe **what outcome** you would like to achieve with the intervention, if you were a political strategist or directing political communications (what specific change in political knowledge, interest, opinion, or action? among what groups?)
* In 1-3 sentences, describe the **relevant relationship** you want to explore between:
  + a) how we perceive the world (bias, heuristics, cognition, emotions, etc.)
  + b) political attention, attitude, or action
* **Diagram** the relationship  such that X -> Y, where X = your intervention and Y = your outcome
* **Write a hypothesis:**  In 1-2 sentences, describe your expectation about how this relationship works (examples: anger increases risk taking, anxiety causes more information seeking, enthusiasm causes more political action, etc.)

You can start thinking about specifics of your research design, too (what will the intervention variations be, what questions will you ask, etc.).  However, we won't ask you to submit these details until later in October.

Because this is a group assignment, you will only make one submission per group.

BENCHMARK 2: RESEARCH DESIGN DRAFT

**All the points below are very important!  Please read them carefully and respond accordingly.**

* Present some randomized element (X)
  + Specify the 2 versions which will randomly be shown to participants
  + This randomized element should help test whatever X you think affects Y (by showing two different conditions or versions of X)
  + If your randomized element involves photos, include these photos (ideally as separate jpg or png files)
  + If your randomized element involves web links, videos, etc., specify these web links
* Also list a short set of survey questions (1-3) that follow your survey experiment and help you test your hypothesis.
  + This usually will be some sort of opinion question that comes after your randomized element.
* Make sure your political attitude/behavior outcome (Y) is measured on a scale, as a count, etc. (Question must offer 3+ response options; no simple "yes/no" outcomes allowed.).  Examples include:
  + How often you plan to participate in politics
  + How many of the following types of political activity you will do (vote, make phone calls, donate, etc.)
  + On a 5-point scale, how much you support/oppose a politician, policy, etc.
  + … or whatever other outcome you think is interesting and relevant!
* We will include a basic set of demographic questions in the survey too (gender, age, race, etc.). Just list which demographic factors you’d like, in addition to your test questions.

BENCHMARK 3: SOLO ANALYSIS

\*\*Note: The first version of this assignment is a draft, for which you will receive peer feedback.

**You get a full 4% of your final grade if you do the following:**

1. Submit a first draft (10% of the total assignment grade is complete/incomplete based on whether you have a submission).  First draft full points don't require a complete paper -- just an effort at writing relevant content for each section.
2. Provide thoughtful peer feedback on 2 paper drafts, 200-300 words each (10% of the assignment grade is complete/incomplete based on whether you submit feedback online)

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**[100 points total]**

**Objective**

Analyze research results and think critically about the implications (and limitations) of your findings.  These skills are valuable if you go into a variety of fields that rely on survey or behavior research (political consulting, public health, program evaluation, marketing, etc.).  The skills are equally useful for being an informed consumer of research that you read about in the news, in government reports, or in academic publications.

**Before you start**

In this assignment, you’ll analyze a survey experiment that was part of our class’s research survey.  Use your group’s contribution as a starting point, but you can feel free to use other sections of the survey and results too if you want.  Just be sure that you talk through your expectations and findings in a coherent way.

This assignment is structured similarly to the research articles you presented in class.  It is a good way to practice telling others about your own research findings.

Remember that **each student receives a separate grade for this assignment – there is no group component** to this grade.  You can collaborate as a group in analyzing the results, but your write-up must be **in your own words**.

**Section 1: Introduction and background research**

To begin, summarize in a sentence or two what is the policy problem or behavioral puzzle that you are focusing on.  Why is this issue important?  (about 1 paragraph)

***[5 points]***

Then, give a brief literature review (about 1-2 paragraphs) where you tell your readers what scholars already know about this topic.  Note that while you can draw from class readings for this section, you likely will need to conduct some background research.  Google Scholar is a good place to start, or you can look up some of the other papers cited in the relevant articles you’ve read for class.  Aim for 4-5 citations at minimum.

***[5 points]***

Finally, use a paragraph to *briefly* describe the survey experiment you analyze in this paper and to summarize the experiment results (you will go into much more detail later).

***[5 points]***

**Section 2: Describe your experiment**

**NOTE: You wrote up similar ideas for your earlier group submissions; feel free to draw from this earlier work as you complete this section.**

In a few sentences, describe the hypotheses you wanted to test about 1) the relationship between some treatment and a political outcome (political attention, attitude, action, etc.), and 2) what psychological component you expect to affect this political outcome (bias, heuristics, cognition, emotions, etc.).

***[5 points]***

Next, briefly describe how you designed the treatment in your survey experiment.  What did you randomize, and why?  What, specifically, is this experiment supposed to test?

What choices or trade-offs did you make in designing your treatment?  What concerns do you have that this treatment is really testing what you think it tests?

***[5 points]***

Now, tell the reader what else you measured that is relevant to your hypotheses (key outcomes, key demographics, etc.).  How were these variables measured?  (You can include question wording as a footnote if you would like.)

***[5 points]***

**Section 3: Share your results**

First tell the reader what kinds of people took your survey, and how many people you studied.  What kinds of people *didn’t* take your survey?  You can summarize some of the descriptive statistics shown in the survey report (Files -> Final Project).

***[5 points]***

Calculate and report the average outcome value for each treatment group.  Which group's average is higher?  What does this higher value mean in terms of your political outcome?

***[5 points]***

Next, run a t-test where you compare the average outcome for the different treatment categories.  Report the result.  Is the difference between groups statistically significant?  (Can you be 95% confident that there is a real difference between the two groups’ results?)

If you're having trouble, see Class 26 video or slides; more photos and guides are in the CatCourses->Files->Final Project folder.

***[10 points]***

For fun: If you were interested in some kind of interaction, you can talk about how the effects are different for different sub-groups (liberals and conservatives, for example).

You can complete this section just using Excel – no problem.  You also can use Stata or R if that’s easier for you.  If you use Stata or R and want to run a regression analysis too, this is a great opportunity to practice that skill (and find more interesting relationships)!

**Section 4: Discuss political implications of your results**

If your results *are not* significant, do you think that this is due to a small sample size (the means are pretty different for the two groups, but the difference isn’t statistically significant), or do you think there really was no treatment effect?  If there was no treatment effect, do you think that is because of how you designed the experiment, or because the underlying relationship you hypothesized is wrong?

If your results *are* significant, do you expect to also see these results if you surveyed a more representative sample of the U.S.?  Consider whether you expect factors like ideology, geography, age, or education to affect how people respond to your treatment.  Why or why not?

***[5 points]***

Regardless of whether you found a significant result or not, what is the implication of your findings for politics?  What does it mean for politics that your treatment does or does not affect the outcome you studied?

***[5 points]***

Give an example of a real world situation where people’s attitudes, attention, or behavior would (or wouldn’t) change if they were exposed to a message or policy like what you tested.  Basically, what would your treatment and your outcome look like in the real world?

***[5 points]***

Finally, think back to your literature review.  Does your finding complement or contradict existing research?  Cite a few specific studies to support your points.

***[5 points]***

**Section 5: Propose follow-up research**

This was a first effort at political psychology research.  Now, imagine you had a budget of $50,000 and connections that would let you work with any community or population in the U.S. that you want (or globally, for that matter).  What is the political treatment you would want to test?  What is the outcome you would hope to see?  How would you measure this outcome? Cite research justifying why you would expect to see this outcome (you can use some of the citations from earlier in the paper if you want).

***[10 points]***

In conclusion, discuss why this outcome is relevant for politics in 2020: are you hoping to persuade people, energize voters, foster dialogue, etc.?  Where is this kind of intervention most likely to work, and how will it change the political landscape?

***[5 points]***

**Extra evaluation criteria *[5 points each]***

* Demonstrates thoughtful analysis and critical thinking
* Communicates ideas clearly in writing
* Meets assignment guidelines

**Exercise:** Analyze and discuss your original research, and think about broader political implications of research on this topic