

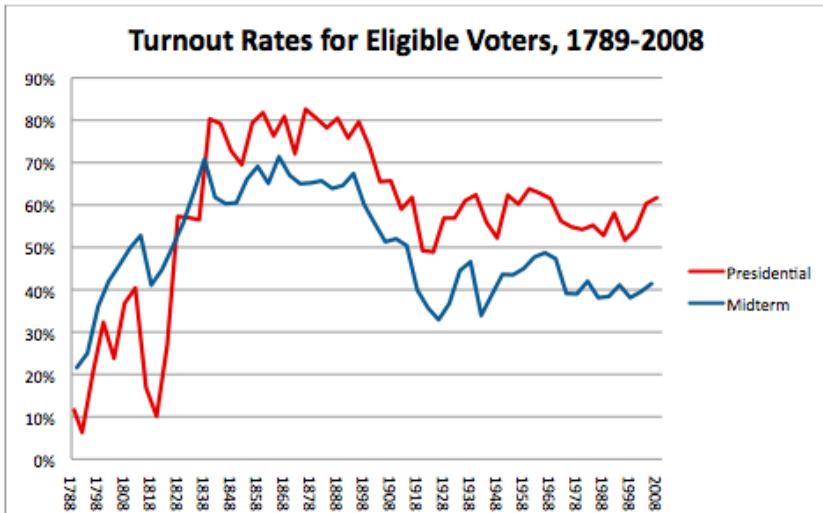
CAPTURING THE VALUE OF DATA FROM RANDOMIZED CONTROLLED TRIALS IN POLITICAL SCIENCE



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Institution for Social and Policy Studies
Yale University

IDCC 2015 London
February 10, 2015

How to mobilize people to vote?



WENDY [REDACTED]
2014 VOTER REPORT CARD

BE A VOTER ON TUESDAY, NOVEMBER 4TH. Mark your calendar now, and put this card on your refrigerator. See other side for more information.

We have a record of you voting in four of the last four general elections, according to public records for your current address only. That's about average for people in your area.

| COMPARISON | RATING |
|--------------|-----------------|
| You | → Excellent *** |
| Neighborhood | Good ** |
| | Below Average |

America Votes
 1150 Connecticut Ave. NW
 Suite 600
 Washington, DC 20036
 AV14_034

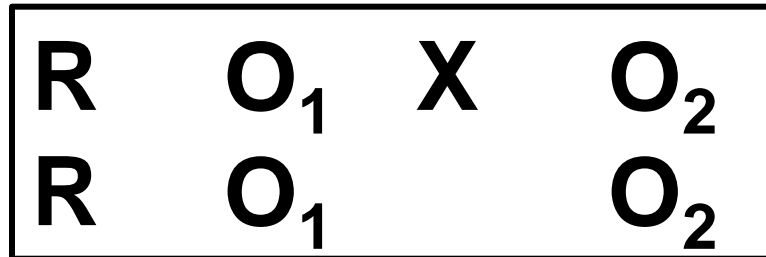
PSRST STD
 US Postage
 PAID
 TPO

049 AUTOMSCH 5-DIGIT 04084 4711431777



An empirical question

Classic experimental design



Key:

R = randomization

O₁ = pretest

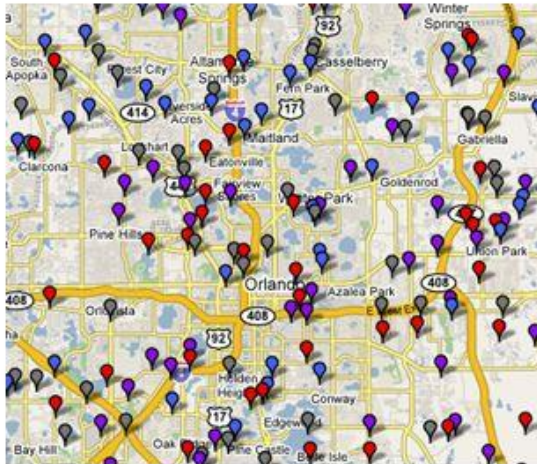
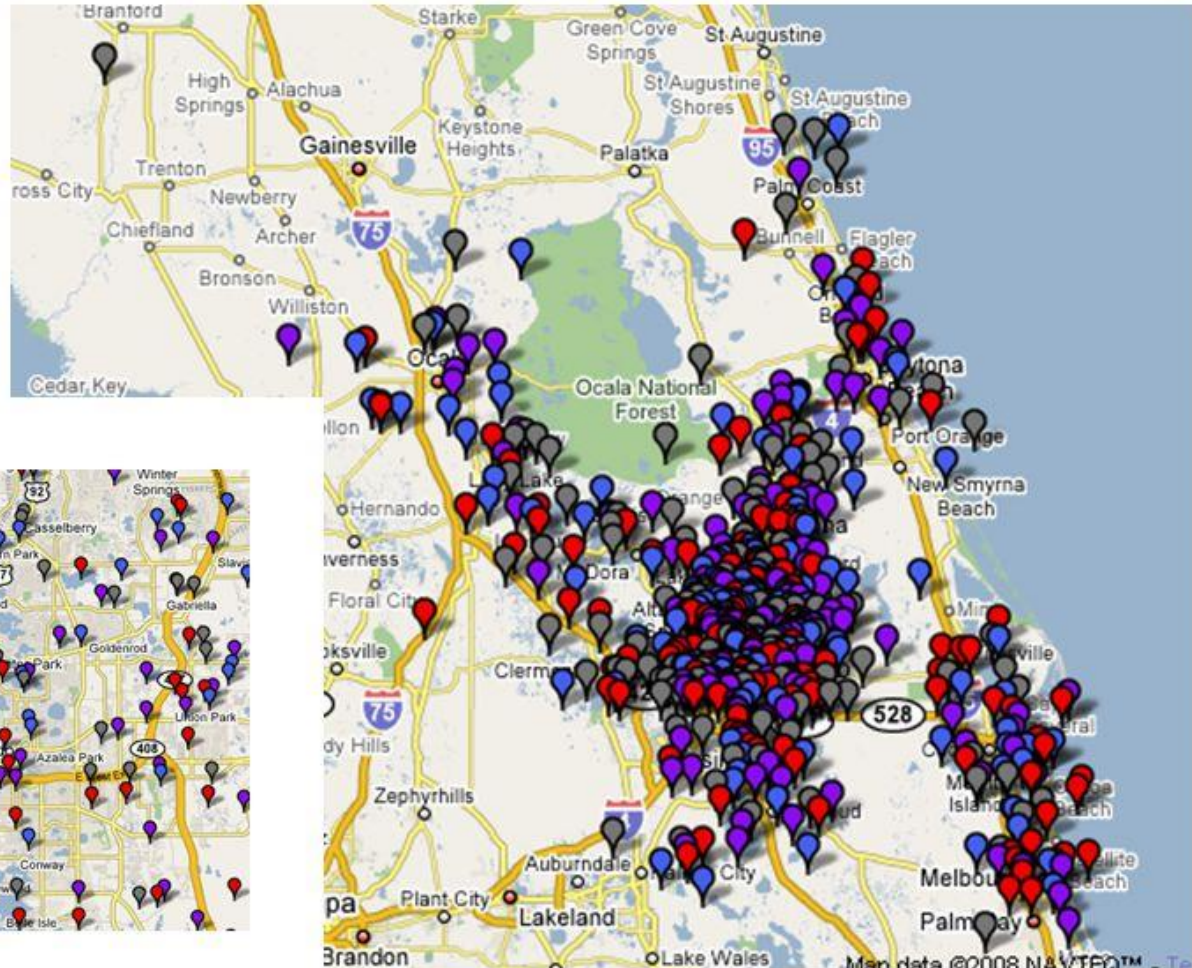
X = treatment

O₂ = posttest

Random Assignment

Condition

-  Contact Information Only
-  Biographical Information
-  Issue information
-  All Information



Data

| A1 fx evervoted | | | | | | | | | | | | |
|--|-----------|---------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------|-----------------|---------------------|-----------|
| | A | B | C | D | E | F | G | H | I | J | K | L |
| 1 | evervoted | regyear | town1_bl ock | town2_bl ock | town3_bl ock | town4_bl ock | town5_bl ock | town6_bl ock | treatment | town1_bl ock | foundvot erecord | voted_10g |
| 2 | 1 | 2008 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 1 | 1 |
| 3 | 1 | 1987 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 1 | 1 |
| 4 | 1 | 1960 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0.6666667 | 1 | 1 |
| 5 | 1 | | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 1 | 0 |
| 6 | 1 | 1979 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0.4666667 | 1 | 1 |
| 7 | 1 | 2005 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 1 | 1 |
| 8 | 0 | 2005 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 4.5714286 | 1 | 0 |
| 9 | 0 | 2008 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 4.5714286 | 1 | 0 |
| 10 | 1 | 2007 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 1 | 0 |

Observations: 894,792

Variables: 32

Data source: Public voter records; Author

Format: Comma delimited

Size: 57MB

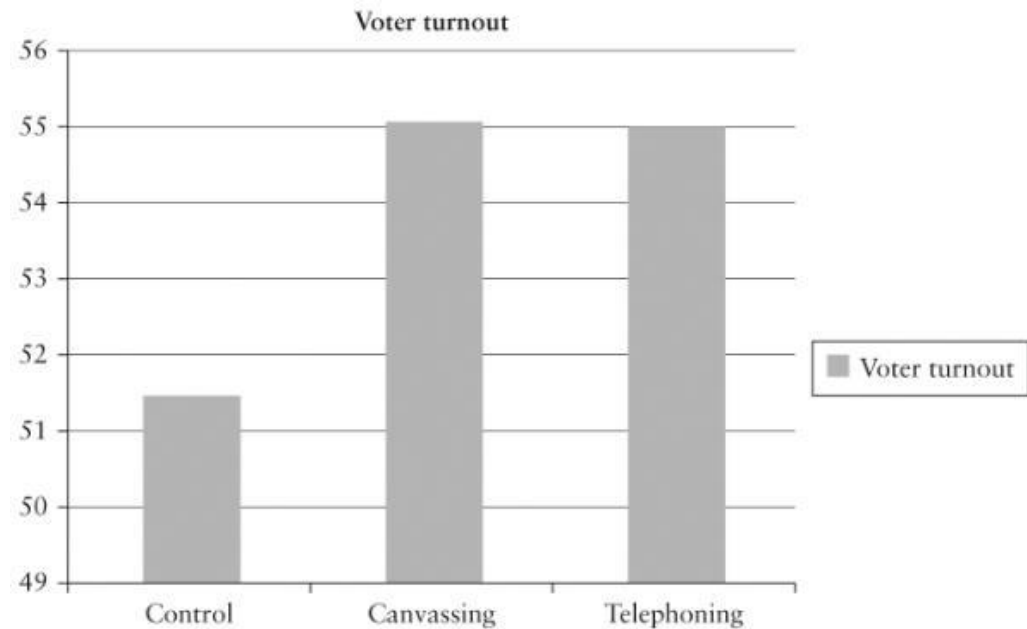
Mobilizing the vote

Table 2: Treatment-on-Treated Effects, November 2006 SVREP Campaign

| | Turnout in Control Group | Turnout among Contacted Voters |
|--|--------------------------|--------------------------------|
| Los Angeles (November 2006, N=25,682) | 34.3% | 43.6% |

Note: For more details see Michelson, García Bedolla and McConnell (2009)

["Heeding the Call."](#)



The ISPS Data Archive

Yale University

Calendar | A-Z Index



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Data

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AUTHOR:

AREA OF STUDY:

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KEYWORDS:

RESEARCH DESIGN:

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| TITLE | AUTHOR(S) | YEAR ARCHIVED |
|--|---|---------------|
| Do Perceptions of Ballot Secrecy Influence Turnout? Results from a Field Experiment | Alan S. Gerber, Gregory A. Huber, David Doherty, Conor M. Dowling, Seth J. Hill | 2014 |
| Information and Self-Enforcing Democracy: The Role of International Election Observation | Susan D. Hyde and Nikolay Marinov | 2014 |
| Science Deserves Better: The Imperative to Share Complete Replication Files | Allan Dafoe | 2014 |
| Citizen's Beliefs, Confessions and Elections | Alan S. Gerber, Gregory A. | |

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On this page you will find the [ISPS Data Archive](#).

The majority of digital content in the ISPS Data Archive currently consists of social science research data from experiments, program files with the code for analyzing these data, requisite documentation to use and understand the data, and associated files. Access to the ISPS Data Archive is provided at no cost and is granted for scholarship and research purposes only.

When possible, Data is linked to [Projects](#) and [Publications](#), via the [ISPS KnowledgeBase](#).

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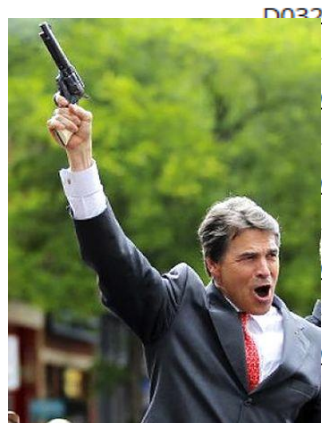
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Sample study

| DATA FILE NUMBER ▲ | DESCRIPTION | FILE FORMAT | SIZE | FILE URL |
|-----------------------|---------------------------------------|-------------------|---------|-------------------------------|
| D032F01 | ReadMe file | .txt | 1.4 KB | Download file |
| D032F04 | Dataset - main | Stata (11.0) .dta | 26.1 KB | Download file |
| D032F09 | Dataset - main | Excel .csv | 21.3 KB | Download file |
| D032F12 | Program file - main | R (2.9.1) .R | 7 KB | Download file |
| D032F13 | Program file - means | R (2.9.1) .R | 1 KB | Download file |
| D032F14 | Program file - match | R (2.9.1) .R | 3.7 KB | Download file |
| D032F15 | Program file - figures | R (2.9.1) .R | 7.5 KB | Download file |
| D032F16 | Program file | Stata (11.0) .do | 7.8 KB | Download file |
| D032F18 | Output file | R (2.9.1) .R | 5.4 MB | Download file |
| D032F19 | Supplementary Materials - Perry radio | .mp3 | 2.3 MB | Download file |
| D032F20 | Supplementary Materials - Perry TV | .wmv | 1.8 MB | Download file |



Source: The Daily Planet

The value of these data

Quality





Curate
to enable re-use

Transparency

Share
to advance science

Content

Experiment
to produce evidence

| | |
|--|---|
| <p>REVIEW FILES</p>  <p>Assign persistent IDs * Create a citation to the study and a study level metadata record * Record file details (size, format, checksums) * Check that all files are present * Verify that content of files matches expected format * Create non-proprietary versions of the files * Implement migration strategy for file formats * Monitor bits</p> | <p>REVIEW DATA</p>  <p>Check for undocumented variable and value information or out of range codes * Review data for confidentiality issues</p> |
| <p>REVIEW DOCUMENTATION</p>  <p>Confirm comprehensive descriptive information for informed reuse including methodology and sampling information * Link to other research products</p> | <p>REVIEW CODE</p>  <p>Check and verify code for data analysis and replication</p> |



SYMPOSIUM

Science Deserves Better: The Imperative to Share Complete Replication Files

Allan Dafoe, Yale University

\$29

Estimated cost per vote mobilized by in-person **canvassing** the most efficient vote-getting method.

\$38

Estimated cost per vote mobilized by volunteer **phone banks**.

\$67

Estimated cost per vote mobilized by **direct mail**.

Quality: Curate to enable re-use

The OAIS shall:

- Negotiate for and accept appropriate information from information Producers.
- Obtain sufficient control of the information provided to the level needed to ensure Long Term Preservation.
- Determine, either by itself or in conjunction with other parties, which communities should become the Designated Community and, therefore, should be able to understand the information provided, thereby defining its Knowledge Base.

Ensure that the information to be preserved is **Independently Understandable** to the Designated Community. In particular, the Designated Community should be able to understand the information without needing special resources such as the assistance of the experts who produced the information.

Independently Understandable information is information that is preserved against all reasonable contingencies, including the demise of the Archive, ensuring that it is never deleted unless allowed as part of an approved strategy. There should be no ad-hoc deletions.

- Make the preserved information available to the Designated Community and enable the information to be disseminated as copies of, or as traceable to, the original submitted Data Objects with evidence supporting its Authenticity.

Data Quality Review

REVIEW FILES



Assign persistent IDs * Create a citation to the study and a study level metadata record * Record file details (size, format, checksums) * Check that all files are present * Verify that content of files matches expected format * Create non-proprietary versions of the files * Implement migration strategy for file formats * Monitor bits

REVIEW DATA



Check for undocumented variable and value information or out of range codes * Review data for confidentiality issues

REVIEW DOCUMENTATION



Confirm comprehensive descriptive information for informed reuse including methodology and sampling information * Link to other research products

REVIEW CODE



Check and verify code for data analysis and replication

Transparency: Share to advance science



- Availability of open data
- Complements design registries
- Re-use in research
 - Validate analysis; Re-analysis / meta-analysis; Uncover problems, e.g., missing data; Look for correlates of effect heterogeneity, e.g., location; Extrapolate effects to new target populations, e.g., youth
- Re-use in teaching & training
 - “Replication of surprising results is good for the discipline, replication of classic experiments is beneficial for students...builds programming, analysis, and experimenter skills in a [safe] environment...” John Rogers

<http://thepoliticalmethodologist.com/2014/12/12/on-the-replication-of-experiments-in-teaching-and-training/>

Content: Experiment to produce evidence

- Value for designated community
 - Represents cumulative evidence that answers specific questions
 - Demonstrates the relevance of the method to key theoretical issues
 - Demonstrates wide range of experiments and cross-disciplinary appeal
- Re-use in “real world”
 - Evidence-based policy making



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Thank you!

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@l_peer

<http://isps.yale.edu/>