



TESS: Overview, Status, and Future

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TESS Principal Investigators

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2002 – 2008

Arthur Lupia, University of Michigan

Diana Mutz, University of Pennsylvania

2009 – present

Jeremy Freese, Northwestern University

Penny Visser, University of Chicago

Website: tess.experimentcentral.org

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Tanya Chartrand	Ted Brader	Deborah Carr
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Cynthia Pickett	Tasha Philpot	Sendhil Mullainathan
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Janice Nadler	Shanto Iyengar	Allyson Holbrook
Steven Penrod	George Wu	Craig Fox
Matthew Davis		Yuval Rottenstreich

animating goal:

to provide a cost and time efficient way for people with good ideas for survey experiments to get high-quality general-population data

overarching design

1. Peer review proposals
2. Field successful proposals using nationally representative survey platform (originally phone / Internet, now Internet only)
3. Make data available initially to investigators and ultimately public

[IF Q1=3]

With this information you now have, your employer asks you to think about your health plan choices again. The choices are the same as before.

Plan A includes coverage for children's vaccines that are required for going to school, and common adult vaccines including tetanus boosters and influenza vaccine ("flu shots").

- *The cost per month for you and your family is \$179.*

Plan B has vaccine coverage like Plan A, and will also include coverage for newer children's vaccines that are not yet required for going to school, once they are approved and recommended by public health experts.

- *The cost per month for you and your family is \$182 (\$3 more per month than Plan A).*

Plan C has vaccine coverage like Plan A, includes coverage for newer children's vaccines like Plan B and will also include coverage for new adult vaccines once they are approved and recommended by public health experts.

- *The cost per month for you and your family is \$185 (\$6 more per month Plan A).*

Davis, Matthew

Coverage Of Vaccines In Private Health Plans: What Does The Public Prefer?

Employees, if asked, might be willing to pay for greater vaccination benefits than employers usually offer.

by Matthew M. Davis and Kathryn Fant

EXHIBIT 2

Choices Of Health Plan Vaccine Coverage In Households With Children, 2004

	Plan A: basic vaccine coverage, \$179 per month	Plan B: comprehensive child vaccine coverage, \$182 per month	Plan C: comprehensive child plus adult vaccine coverage, \$185 per month
Before information about health and economic benefits of vaccines	22.5%	22.2%	55.3%
After information about health and economic benefits of vaccines	21.1	16.0	62.9

SOURCE: Authors' analyses of study data.

NOTE: Respondents in households with minor children who chose family coverage (n = 391).

Davis, MM and Fant K. *Health Affairs*, 2004

TESS Proposal: The Indirect Effects of Discredited Stereotypes: Social and Political Traits in Judgments of Jewish Leaders

Increasingly, research on voting has recognized the crucial role that stereotypes can play in shaping how voters view and evaluate political candidates. Yet we know little about the power of

ignoring his business practices, causing the client to lose a great deal of money. Wilson has denied the charge.

Profile 6. Howard Wilson is a two-term member of the state legislature who is considering running for an open seat in Congress. Wilson is a 48 year-old Jewish businessman who is married with two children. He is well-known in his state, where he was appointed to lead a commission to promote economic growth. While in the legislature, Wilson voted to greatly reduce spending on assistance to the poor. He also voted to decrease government involvement in health care. If elected to Congress, he plans to sponsor a tax relief plan for middle-class families, strengthen national security, and expand economic ties with several countries overseas. One potential problem for Wilson's campaign is a lawsuit filed against him by a business client who accuses Wilson of neglecting and ignoring his business practices, causing the client to lose a great deal of money. Wilson has denied the charge.

Profile 7. Howard Wilson is a two-term member of the state legislature who is considering running for an open seat in Congress. Wilson is a 48 year-old businessman who is married with two children. He is well-known in his state, where he was appointed to lead a commission to promote

The Indirect Effects of Discredited Stereotypes in Judgments of Jewish Leaders

Adam J. Berinsky Massachusetts Institute of Technology
Tali Mendelberg Princeton University

TABLE 2 Mean Perception of Candidate Ideology (Study 1)

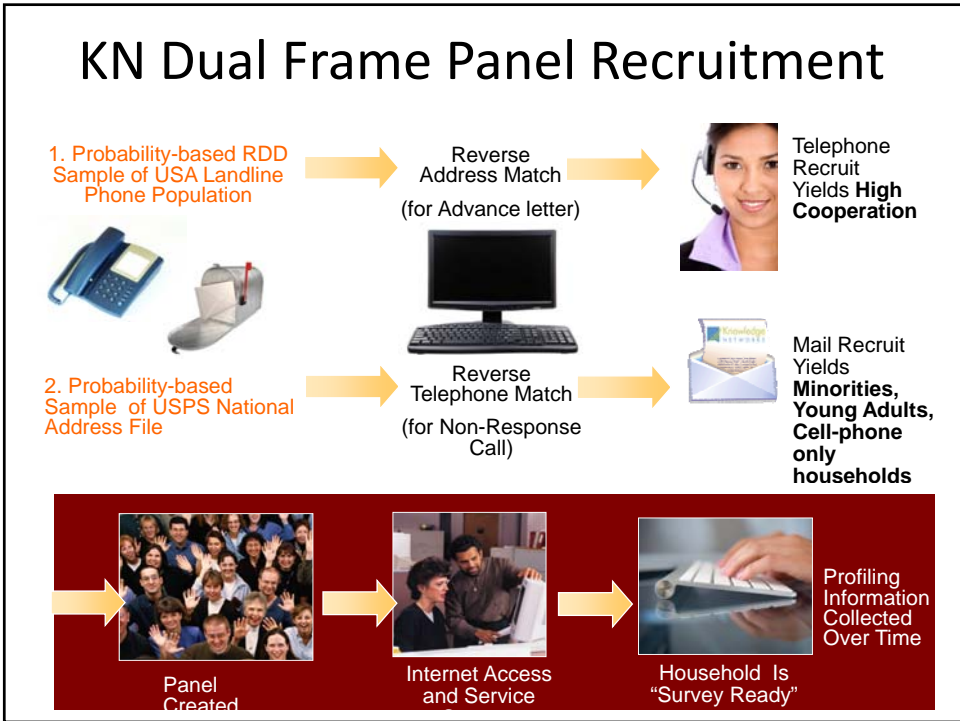
<i>Social Stereotype</i>	<i>Political Stereotype</i>	
	Liberal Candidate Mean (SE Mean)	Conservative Candidate Mean (SE Mean)
Control Condition: Not Jewish, Not Shady	4.06 (0.17)	3.30 (0.18)
Label-Only Condition: Jewish, Not Shady	4.30 (0.17)	3.87 (0.23)**
Label and Shady Condition: Jewish, Shady	4.49 (0.17)**	4.07 (0.19)***

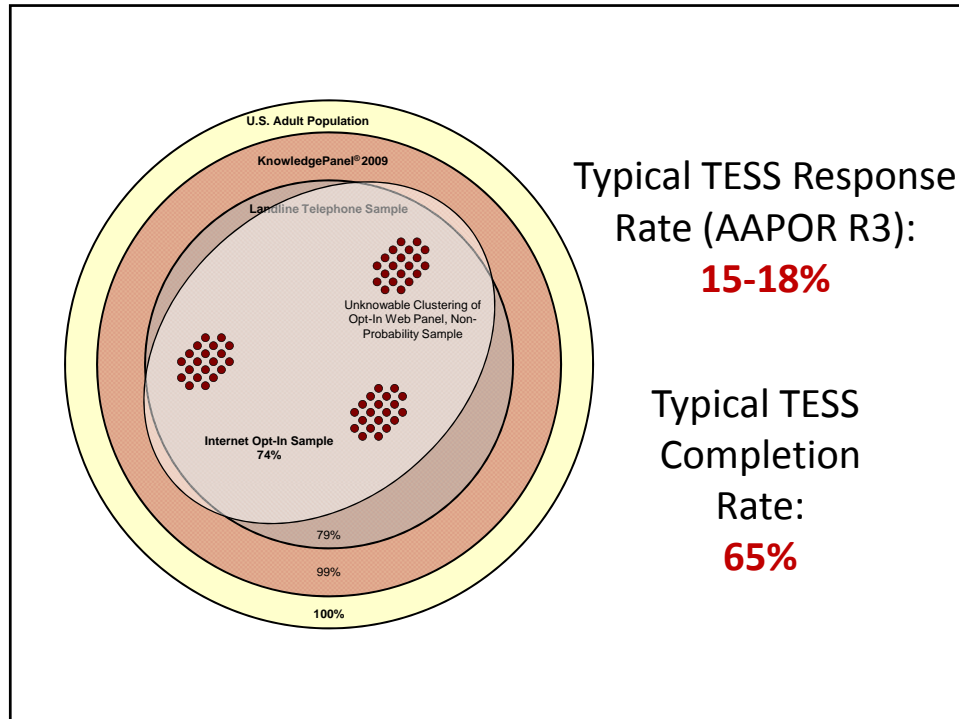
Berinsky AJ and Mendelberg T. *Am J Poli Sci*. 2005

Some examples of TESS studies

1. Method studies of list experiment paradigm; “some people... other people” items; vignette measurement
2. Vary visual characteristics or issue positions of candidates
3. Provide vignettes of different workplace scenarios and asking whether they constitute discrimination
4. Vary information in SNS profile and assess appeal
5. Evaluate car trade-in decision based on R’s actual car
6. Provoke identity and then check if R votes

TESS data are fielded using the Knowledge Networks panel
 (although supplementary samples are possible)





Examples of subpopulation experiments done/proposed with KN panel

[3 ways of screening subpopulations]

- African Americans
- Gay / lesbian / bisexual [not transgender]
- Republicans
- New Jersey residents
- Veterans
- Victims of violent crime
- People who have experienced an involuntary job loss

Other affordances of KN panel

1. Separation of experiment from contaminating questions by administering at different times
2. Multiple individuals in same household
3. Tight control over fielding time
4. Response time measurement
5. Match to voting records
6. Easy distribution of incentives

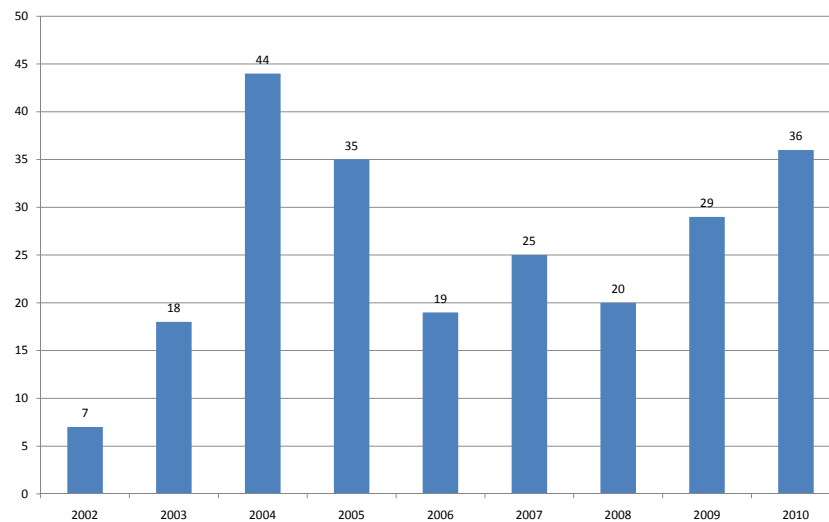
TESS no longer does much “time-sharing”

- Original model based on telephone platform
- With internet-only platform, little cost-advantage to fielding studies separately EXCEPT with very short studies
- Fielding experiments separately eliminates within-session spillover effects

TESS now allows larger studies than before

number of "items"	max N of respondents
5	5000
10	2500
15	1500
20	850
30	425
40	300

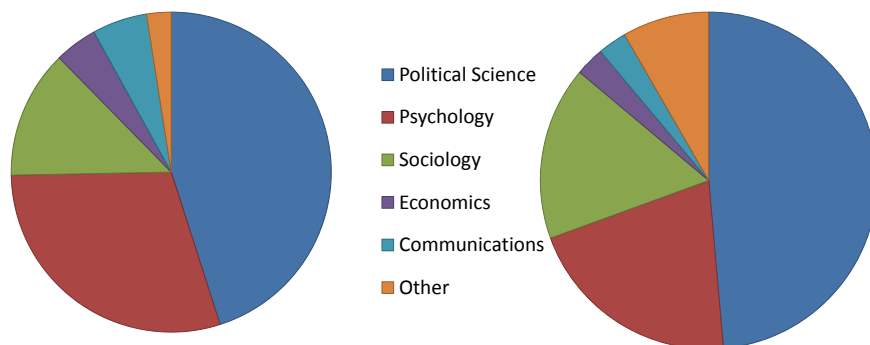
(larger studies possible with supplemental funding)



accepted TESS proposals, by year

Current TESS workflow

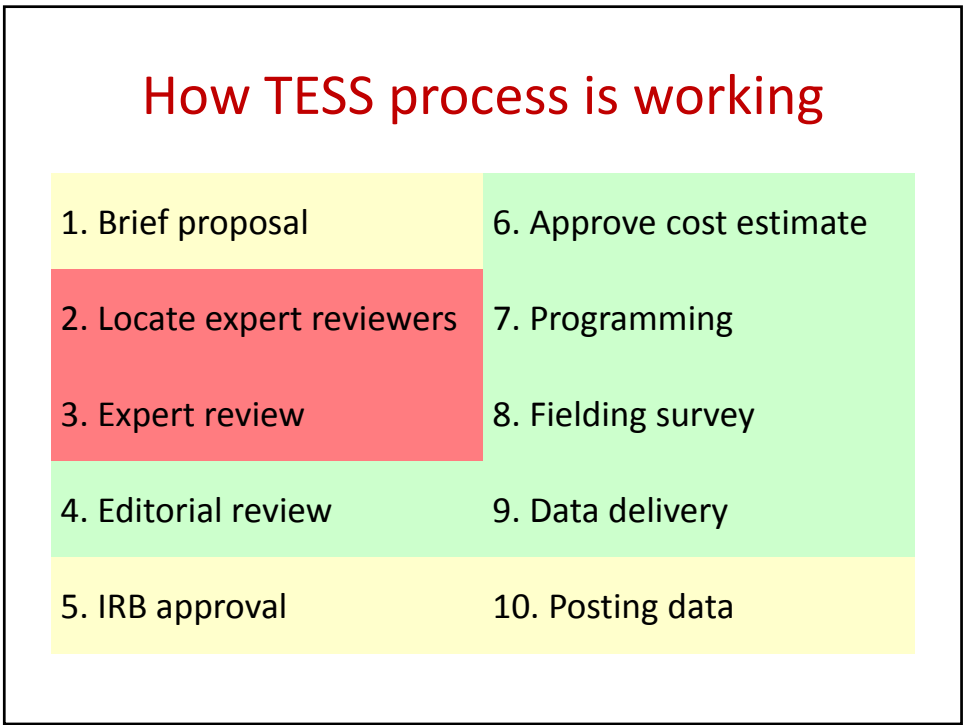
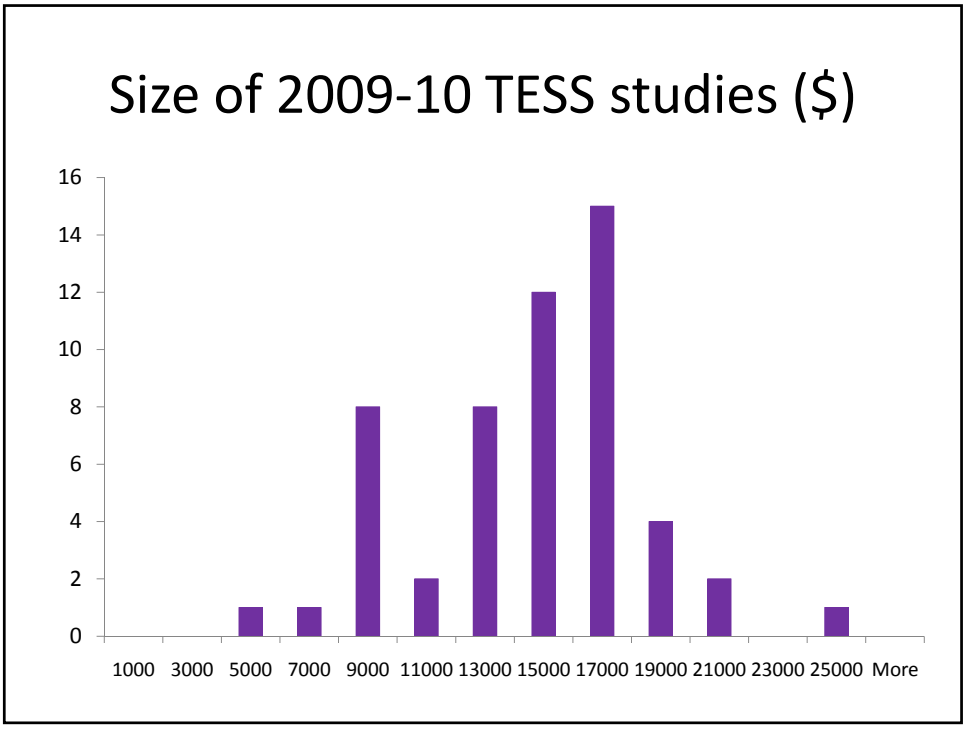
- Approximate acceptance rate: **“about 1 in 3”**
- Proposals received since 2/1: **100**
- Proposals accepted since 2/1: **33**
- Target time to decision: **1 month**
- Median actual time to decision: **6-7 weeks**



Lupia / Mutz

Freese / Visser

areas represented by TESS studies



special issues regarding
deception in TESS studies

Tips for a successful TESS proposal

1. Make complex designs as straightforward for reviewers as possible (e.g., diagrams)
2. Items deserve at least as much attention as the proposal text
3. Power analysis and/or pilot testing helps persuade us that measures can clearly assess hypotheses

Immediate future direction:
Special competition for proposals
related to beliefs/attitudes on
“terrorism” and protective
measures against terrorism

Possible future directions

1. Is there a market for TOSS?
2. Can we make connections that would complement connections to other NSF surveys?
3. Would there be a market for a secondary Internet platform with nonprobability sampling?
4. Expanding core delivery to facilitate secondary analyses?
5. Should we institute an abbreviated process for very short surveys on large general population?
6. Special competition for which winners would be a specific number of larger studies?