

# Opportunities for Moving Forward

## Henry Brady

- How might the three surveys benefit from technological advances?
- What aspects of the surveys should remain unchanged?

# Major Goals

- Descriptive Inference
  - Representative of population
  - Representative of universe of content
  - Representative of contexts
  - Comparable over time
  - Intergenerational relationships
- Causal Inference
  - Through temporal and geographic variation (ANES and GSS)
  - Through control for fixed effects (PSID with panel, siblings, etc.)

# Principles: Things to Keep

- Representativeness and Continuity of the ANES and GSS -- Not available anywhere else.
- Scope of ANES and GSS in terms of politics and sociology – Not many other surveys like them
- Long-term panel, inter-generational linkages, and siblings/family members of PSID – Long term data not available anywhere else.
- Probability sampling or its near equivalent—essential for scientific utility and good descriptive inference

# Principles: Things to Add

- PSID design for sociological and political data—perhaps by adding some of these questions to PSID
- Administrative data whenever possible to get better data on program participation, income, and other things.
- Use of new media to collect data – Facebook data, Twitter, etc.
- More continuous monitoring of opinion/behavior
- Innovation Board or Mechanism -- More overview of changes in technology and methods

# How to Improve

- Cross-over Designs:
  - GSS plus ANES in alternate years
  - PSID with political and sociological content
- Short-term rethinking of Internet
  - What are real cost savings, if any?
  - What are differences/weaknesses of various modes?
  - If Internet cheaper but lower response rate, what about incentives to ensure completion?
- Improving dissemination and interfaces—for all three together – with experts on these methods

# Long-Term

- Completely rethinking the interview
  - What about using avatar interviewers?
  - What about completely online eventually using interaction video?
- New designs and new samples
  - New designs for all three
    - Continuous monitoring for GSS and ANES?
    - Embedded panes for GSS and ANES?
  - New sample for PSID –should complement American Opportunity Study approach—What could a survey do that the AOS cannot do?