

Opportunities for Moving Forward

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- 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?