

FINAL REPORT

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Project Title: Improving Treatment Randomization in Online Survey Experiments: An Analysis of the Power of Moral Frames


1. In 750 characters or less, please describe the goal of this project and explain if this goal was achieved/not achieved (and why).

The goal of this project is to make contributions in American Politics and Quantitative Methods. There are thus two overall objectives:

I. Improve treatment randomization in online survey experiments II. Uncover the source of framing effects in public opinion surveys. The first objective includes building a software tool using the statistical software R. This tool applies a sophisticated randomization. method to online survey experiments that greatly improves the method provided by the popular online survey design platform Qualtrics. The second objective includes designing a questionnaire for an online survey experiment that investigates the source of framing effects in public opinion. Research has shown that some frames influence how people see issues, but we do not know why these frames are influential. I hypothesize that moralization, i.e. presenting an issue in moral frames, is at the heart of these framing effects. This work is still in progress, so I cannot comment on whether it has been achieved. I have recruited the survey participants through Lucid, but the technological details behind the software tool still need adjusting before it is ready. The survey questions also need to be pretested more extensively before the survey can be fielded. I hope to be able to do so by December 2019.

2. In the space below, please indicate any publication, presentation, or performance/exhibition of this work supported by these funds. Provide specific details on the public dissemination (e.g. title, dates, where you presented work, author, title of journal work was submitted to, etc.).

Parts of this work in progress have been presented at the American Association for Public Opinion Research Meeting in Toronto, Ontario, in May 2019 and at the Society for Political Methodology Meeting in Boston, MA, in July 2019. I also presented the methodological details behind the software tool to an SPA audience at the Government research seminar series organized by Andy Ballard in March 2019.

 7/30/2019

Signature of Recipient Date

Signature of Dissertation Supervisor	Date
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