Voice and Political Engagement: Instructions and Pre-analysis Plans*

Anselm Hager   Lukas Hensel

Christopher Roth   Andreas Stegmann

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Survey instrument

- **Introduction**

  Welcome,

  we are conducting a short survey among our supporters to plan our election campaign. Your participation helps us to use our campaign resources optimally. We will treat your answers confidentially. The survey only takes 5 minutes.

  Thank you very much for your help!

- **Sex**

  What is your sex?

- **Age**

  How old are you?

- **Party member**

  Are you a member of [party name] party?

- **Years of party membership** (asked if respondent is party member)

  For how many years have you been a member of [party name] party?

- **Campaigning experience**

  Have you ever campaigned for the [party name] in the past?

- **Prior campaigning experience: margins**

  In which election campaign activities have you participated at least once? Please select all that apply.

  Canvassing
  Sticking posters
  Participate in campaign booth
  Online advertisements for the party (e.g. sharing campaign materials on social media)
  Call supporters
  Talk to family, friends and acquaintances about the [party name] election program
  Other

- **Canvassing: Intensive Margin**

  On how many days did you go from door to door for [party name] in the past?

- **Canvassing workshop**

  Have you ever participated in a canvassing training workshop?

- **Pre-treatment belief about voice**

  Do you feel that your opinion is heard within the party?

- **Perceived vote shares**

  What do you think: How many percent will the following parties receive in the national election on [date]?
  Party name 1
  Party name 2
  Party name 3

- **Treatment: Instrumental**

  Your opinion is very important to us. We are particularly interested in which topics seem important to you based on your experience in your constituency. We would therefore like to ask you a few questions. Your answers help us to make the election campaign more effective.

  Environment, nature and climate protection
  Economy

Internal security
Health and care
Work and social policies
Digitization
Education and Research
Budget, Finance and Taxes
Foreign Policy and Security Policy

Would you like to tell us more about which issues we should particularly emphasize in the election campaign? [open-text box]

- **Treatment: Instrumental + Feedback**

  Your opinion is very important to us. We are particularly interested in which topics seem important to you based on your experience in your constituency. We would therefore like to ask you a few questions. Your answers help us to make the election campaign more effective.

  After the completion of the survey, we will send you a summary of the results.

  What do you think: How much should we emphasize the following issues in the current national election campaign? Environment, nature and climate protection
  Economy
  Internal security
  Health and care
  Work and social policies
  Digitization
  Education and Research
  Budget, Finance and Taxes
  Foreign Policy and Security Policy

  Would you like to tell us more about which issues we should particularly emphasize in the election campaign? After the completion of the survey, we will send you a summary of the results. [open-text box]

- **Treatment: Intrinsic**

  Your opinion is very important to us. We are particularly interested in which topics are close to your heart. We would therefore like to ask you a few questions.

  How much do you personally care about the following topics?
  Environment, nature and climate protection
  Economy
  Internal security

Health and care
Work and social policies
Digitization
Education and Research
Budget, Finance and Taxes
Foreign Policy and Security Policy

Would you like to tell us more about which topics are particularly close to your heart? [open-text box]

- **Treatment: Intrinsic + Feedback**

  Your opinion is very important to us. We are particularly interested in which topics are close to your heart. We would therefore like to ask you a few questions.

  After the completion of the survey, we will send you a summary of the results.

  How much do you personally care about the following topics?
  Environment, nature and climate protection
  Economy
  Internal security
  Health and care
  Work and social policies
  Digitization
  Education and Research
  Budget, Finance and Taxes
  Foreign Policy and Security Policy

  Would you like to tell us more about which topics are particularly close to your heart? After the completion of the survey, we will send you a summary of the results. [open-text box]

- **Intended campaigning experience: margins**

  How do you intend to contribute to the current election campaign?

  Canvassing
  Sticking posters
  Participate in campaign booth
  Online advertisements for the party (e.g. sharing campaign materials on social media)
  Call supporters
  Talk to family, friends and acquaintances about the [partyname] election program
  Other

- **Intensive margin** (asked if extensive margin is yes)

  On how many days do you plan to canvass during this election campaign?

- **Post-treatment beliefs**

  To what extent do you agree with each of the following statements?
  I can make a difference through my involvement in [partyname].
  I feel connected to [partyname].
  My opinion is being taken into account to improve the party's election campaign.
  I have the feeling that [partyname] is interested in my opinion.
  The [partyname] has an effective campaigning strategy.

- **Debrief** Thank you very much for your participation

Pre-analysis plans

The data collections were pre-registered in the AsPredicted registry (#73332 and #103944). The pre-analysis plans for the main experiment and the vignette experiment are available on the following links: `https://aspredicted.org/v5ec6.pdf` and `https://aspredicted.org/c53jd.pdf`. They are also displayed on the subsequent pages.

Voice and Political Engagement (#73332)

Author(s)
Lukas Hensel (Peking University) - lukas.hensel@pku.edu.cn

1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
In this paper, we examine the extent to which parties can increase engagement by creating a more inclusive party platform that attempts to give more voice and inclusion to party supporters.

To examine the effectiveness of "giving voice" we will run a natural field experiment with a major European party in the context of a 2021 national election. We leverage a sample of 11,500 party supporters registered in the party's campaign newsletter who are invited to join our survey. Within our survey, a random subset of supporters is asked for their input to the campaign, in particular, which topics should be primarily covered in the campaign.

The main hypothesis is that giving supporters a chance to express their opinions ("giving supporters voice") will increase engagement with the party.

3) Describe the key dependent variable(s) specifying how they will be measured.
Our main outcomes are people's engagement with the campaign as measured by their intentions to be engaged in the party's campaign as well as their actual participation in the campaign. Our main survey-based outcomes are thus the following:

A dummy for whether respondents want to take part in the door-to-door campaign.
The number of days respondents plan to take part in the door-to-door campaign (this is coded as zero for people who don't plan to take part in the door-to-door campaign.
The number of activities our respondents plan to engage in this electoral campaign (this includes 1) participation in the door-to-door campaign, 2) sticking posters, 3) Participate in the campaign booth, 4) engage in online campaigning, 5) call supporters, 6) campaign with family members. We may also analyze these activities individually.

We will measure actual participation in the campaign via a smartphone application developed by the political party with whom we are collaborating. At the time of writing, the application is currently under review to address minor technical issues. It is our expectation that the smartphone application will be ready for use at the time of the survey rollout which will allow us to link survey responses, treatment status, and actual behavior in the field. In particular, we intend to study the following main outcomes based on the data derived from the smartphone application:

Whether the respondent knocked on at least one door according to the party's app.
The number of days respondents actually took part in the door-to-door campaign according to the party's app.
The number of doors visited according to the party's app.

4) How many and which conditions will participants be assigned to?
5 treatment groups:

Control group. (1/3 of the sample)

Voice - Intrinsic: People are asked to tell the party which topics are important to them personally. (1/6 of sample)
Voice + Feedback - Intrinsic: People are asked to tell the party which topics are important to them personally. People are also told that the party will give them feedback on their views as measured in the survey. (1/6 of sample)

Voice - Extrinsic: People are asked to tell the party which topics should be emphasized more in the electoral campaign. (1/6 of sample)

Voice + Feedback - Extrinsic: People are asked to tell the party which topics should be emphasized more in the electoral campaign. People are also told that the party will give them feedback on their views as measured in the survey. (1/6 of sample)

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We will run simple regressions with OLS of our main outcomes on dummies for the different treatment groups. If there are no statistically significant differences across groups 2-5, we plan to pool them for the main analysis.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

There will be no outliers in our survey data as all outcome variables are bounded above.

In the app data on the number of doors, we will report data winsorized at the 99th and also at the 95th percentile.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

The political party with which we are collaborating has a list of email addresses for a total of 11,500 supporters. We will invite all of these supporters to participate in our survey. The exact number of participants depends on the response rate.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

N/A

Voice-Vignettes-August 2022 (#103944)

Author(s)
Andreas Stegmann (University of Warwick) - andreas.stegmann@warwick.ac.uk
Christopher Roth (University of Cologne) - roth@wiso.uni-koeln.de

1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
Hypothesis: People would be more likely to join and engage in political parties if these parties offered their members more opportunities to voice their opinions.

3) Describe the key dependent variable(s) specifying how they will be measured.
Our key dependent variables are the following:
- likelihood of joining the preferred political party within the next 2 years.
- likelihood of engaging in the next national electoral campaign of the preferred political party.

4) How many and which conditions will participants be assigned to?
Three treatment conditions.

Control group: no change in opportunities to voice opinions in the preferred party.
Increase in voice: changes in the organizational structure which increase opportunities to voice opinions in the preferred party

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We estimate the following specification:

$$Y_{is} = \alpha_0 + \alpha_1 HighVoice_{is} + \varepsilon_{is}$$

Where Y_{is} is the outcome of interest.
$HighVoice_{is}$ takes value 1 for respondents in the scenario s in which respondents are asked to imagine that there are changes in the organizational structure which increase opportunities to voice opinions in the preferred party. It takes value 0 for respondents where voice remains at the status quo.

We cluster standard errors at the individual level.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
We only include participants in our study that pass a basic attention screener at the start of the survey.
Our main outcomes are bounded by 0 and 100, so we don't need to deal with outliers.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
We plan to recruit 500 respondents.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
No.