

Methods, analyses, progress to date. Propositions will be tested using data from HLS:09 and student list order summaries by public universities collected from public records requests. The nationally representative analysis dataset will include measures of whether students are included in College Board student list products and measures for each search filter. Figure 2, based on data from public records requests, shows that College Board search filters can be categorized into the four buckets of geographic, academic, demographic, and student preferences.

Analyses will consist of simple descriptive statistics – with appropriate tests of significance – and interactive maps. First, we will analyze the racial and socioeconomic composition of purchases that filter only on particular geographic filters discussed in the conceptual framework. Second, we will analyze purchases that filter on particular academic filters. However, actual student list purchases utilize multiple search filters. Drawing from data on actual purchases made by public universities, the third stage of analyses will analyze purchases that filter on both geographic and academic filters. We will then simulate marginal changes to these filters to identify the drivers of exclusion.

To date, we have created an analysis dataset from public-use HSL:09 data. We have submitted a request for restricted HLS:09 data and have been told that we will receive the data by 12/1/2022. Additionally, we have created scripts that produce desired descriptive statistics and interactive maps. These can be seen in Figures 3 and 4, respectively.

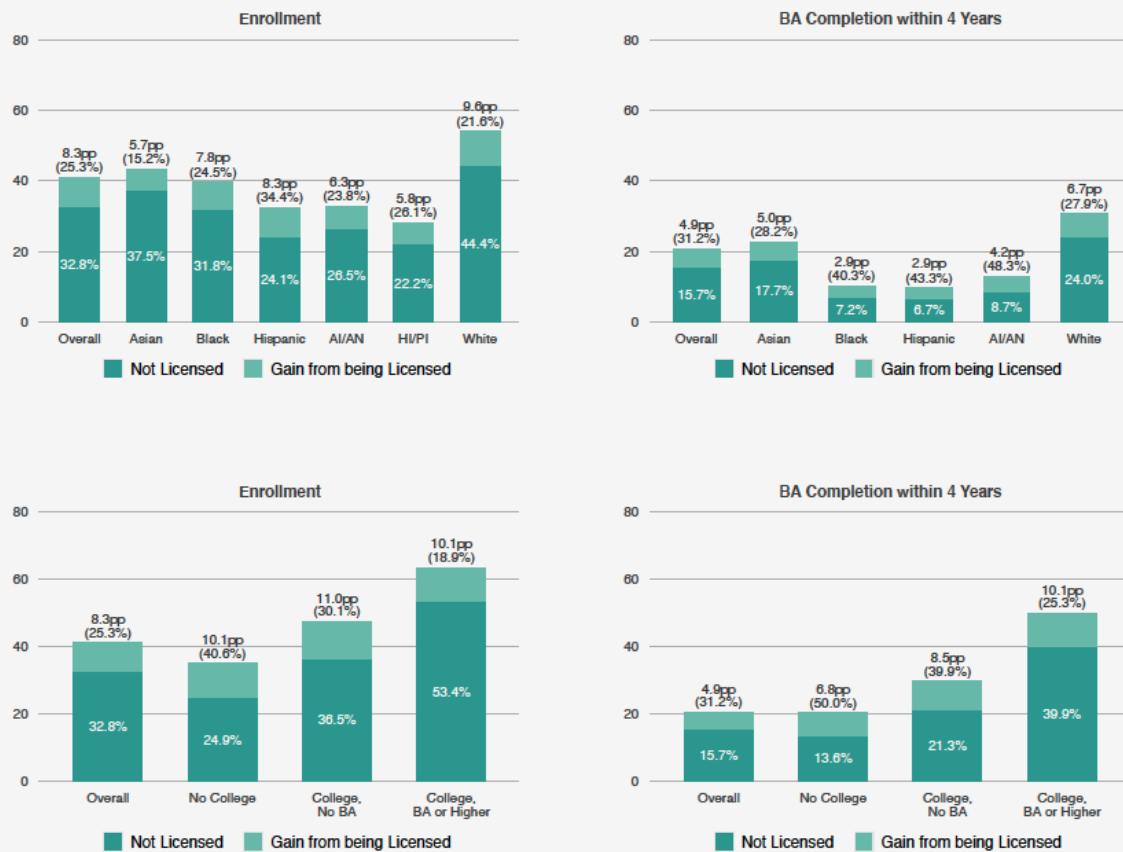
Significance. This research contributes to the sociology of education in several ways. First, whereas scholarship on college access focuses on students, schools, and policies, we push scholarship to consider how third-party products structure college access. Second, we encourage the sociology of education to analyze structural barriers to opportunity by drawing from recent advances in the sociology of race. Third, we contribute empirical analyses to the nascent “platform studies in education” literature (Kerssens & Dijk, 2022; Komljenovic, 2022; Nichols & Garcia, 2022; Williamson, 2021).

1 Figures

Kerssens, N., & Dijk, J. van. (2022). Governed by edtech? Valuing pedagogical autonomy in a platform society. *Harvard Educational Review*, 92(2), 284–303. <https://doi.org/10.17763/1943-5045-92.2.284>

Komljenovic, J. (2022). The future of value in digitalised higher education: Why data privacy should not be our biggest concern. *Higher Education*, 83(1), 119–135. <https://doi.org/10.1007/s10734-020-00639-7>

Figure 1: Student Search Service: College Enrollment and Degree Completion



Note: AI/AN = American Indian or Alaska Native. HI/PI = Hawaiian or Pacific Islander. The sample for enrollment outcomes includes all SAT takers in the 2015–2018 high school graduation cohorts. The sample for completion outcomes is restricted to students in the 2015–2016 cohorts. Completion results are not reported for HI/PI students due to very small sample size ($N=2,749$), which returns imprecise estimates. Results are estimated from regressions that include student-level controls for sex, race/ethnicity, SAT score, parental education level, last Student Search Service opt-in status, and graduation cohort and high school fixed effects. All differences between students whose names were licensed and those whose names were not licensed are statistically significant at the 1% level.

Figure 2: Filters Used in Order Purchases by Research vs. MA/Doctoral Universities

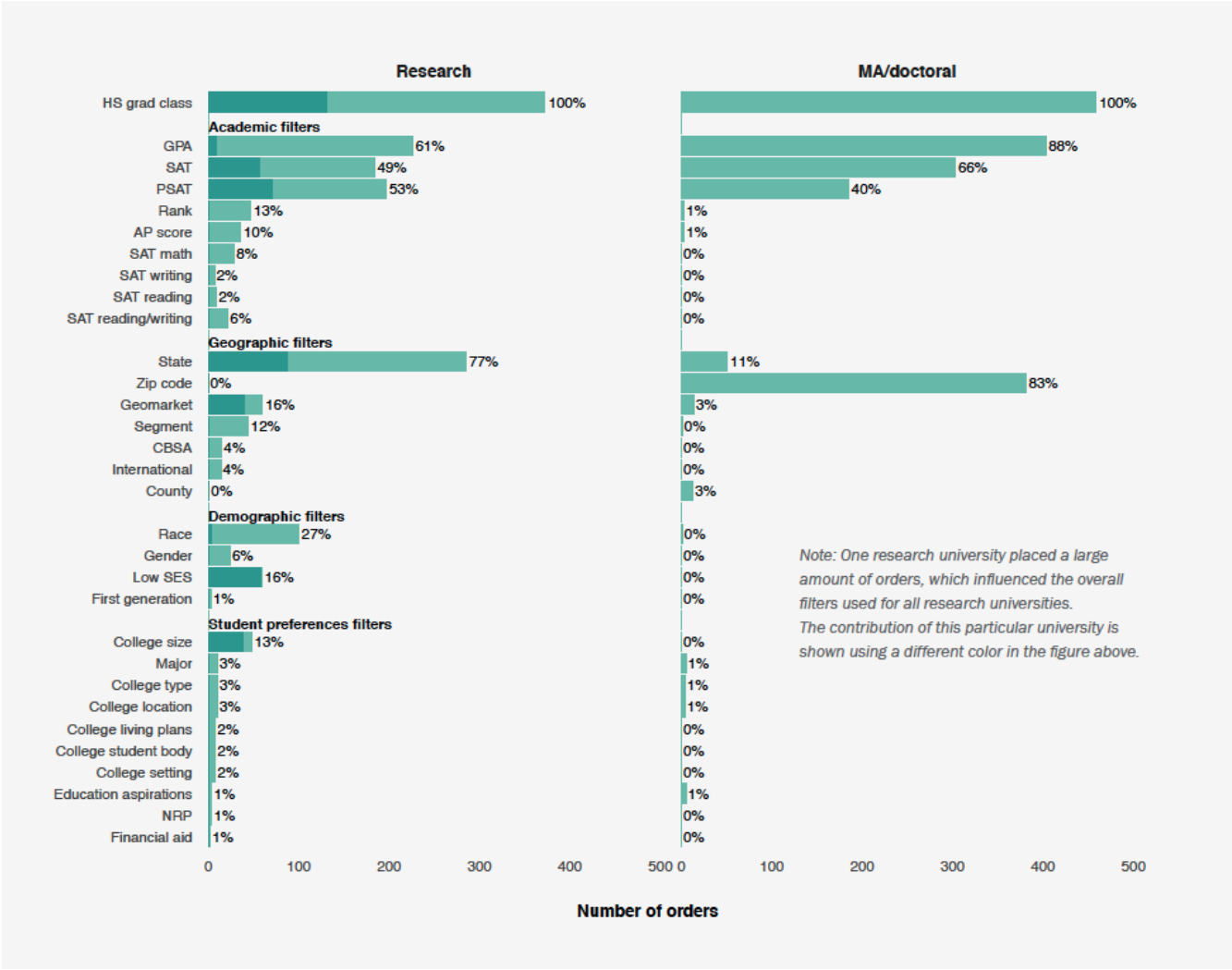
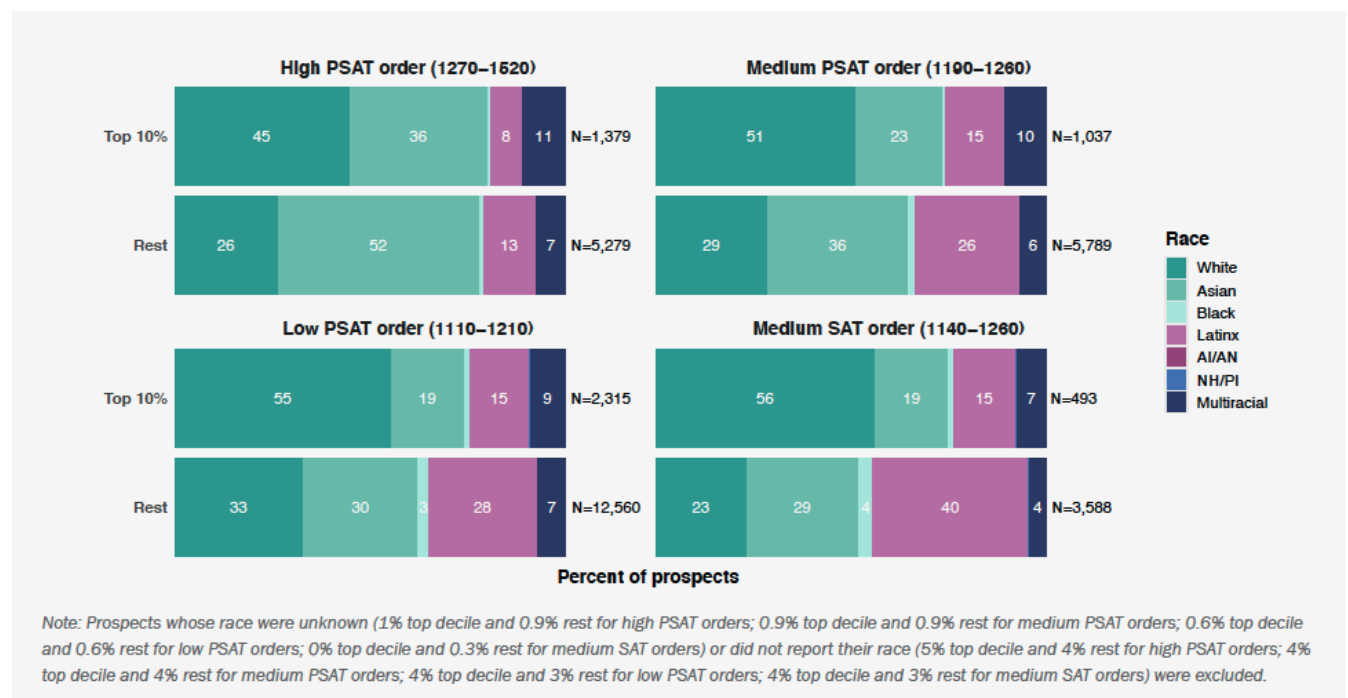


Figure 3: Los Angeles Prospects from Top Income Decile Zip Codes by Racial Composition



- Nichols, T. P., & Garcia, A. (2022). Platform studies in education. *Harvard Educational Review*, 92(2), 209–230. <https://doi.org/10.17763/1943-5045-92.2.209>
- Williamson, B. (2021). Making markets through digital platforms: Pearson, edu-business, and the (e)valuation of higher education. *Critical Studies in Education*, 62(1), 50–66. <https://doi.org/10.1080/17508487.2020.1737556>

Figure 4: Segment Filter Prospects by Metro Maps (Average Income and Racial Composition)

