Sean’s Thesis Defense Notes

Political party affiliation—measurement

Study 1

* Frequentists results vs. Bayesian results
* Qualitative analyses—what are the methods?
* Thematic analysis—2nd coder; consensus coding; more rigorous methods

Study 2

* Reframe into Intervention 1 vs. Intervention 2 instead of Control since the 2nd is not an uninformative control
* Power analysis should be 176 participants per group

Social Psych—Persuasion and Elaboration Likelihood Model

* If the issue is one that they don’t have a stake in it, then they take the experts word for it
* If the issue is one where they have something at stake, they will work to understand it
* Can you partner with the annual enrollment at MU to involve people in the decision making

Dissemination plan for results

* Health Affairs
* Health Policy or other non-scientific journals
* Harvard Business Review (econ application)