

YouGov

Methodology Matters

How do scale ceilings affect “compensation demand” survey responses?

Survey

Question:

— — —

—

—

—

Data collection strategy: Web survey

Who sponsored the research and who conducted it: YouGov sponsored and conducted the research.

Measurement tools/instruments: For question wordings and other details of survey administration refer to the questionnaire script below.

Population under study: United States residents age 18 or older.

Method: Members of YouGov’s panel were invited to participate in the survey. YouGov’s recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS).

For the purposes of this study, YouGov’s normal matching and weighting procedures were not applied. The resulting data is not intended to be representative of any population.

Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).

Methods and modes of data collection: All interviews were conducted via self-administered web questionnaire with YouGov’s survey platform.

Dates of data collection: April 24 - 30, 2024

Sample size: 2,570

How the data were weighted: This study is primarily experimental and was not weighted to be representative of any population.

How the data were processed and procedures to ensure data quality: Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 30 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. YouGov's normal process is to use these as well as other behavioral indicators to clean out cases that did not seem to be paying attention. However, because the purpose of this study was to assess the survey experience, these typical cleaning procedures were not followed.

General statement acknowledging limitations of the design and data collection: In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.

Questionnaire script

```
#-----  
#-----markovits_test variables and resources-----  
#-----  
  
screenshot = resource("/markovits_test/video_screenshot.png")  
  
if not ceiling:  
    ceiling.set(panman.assign_treatment(3, 1, "CATO0021_redo ceiling"))  
  
if not tolerance_treatment:  
    tolerance_treatment.set(panman.assign_treatment(2, 1, "CATO0021_redo  
tolerance_treatment"))  
  
ceiling_val = "$50"  
if ceiling in [2]:  
    ceiling_val = "$100"  
if ceiling in [3]:  
    ceiling_val = "$200"  
  
upper_val = 50  
if ceiling in [2]:  
    upper_val = 100  
if ceiling in [3]:  
    upper_val = 200  
upper_val = int(upper_val)  
  
[consent] {single varlabel = "Consent to participate"} This portion of the  
survey is a study of political attitudes. It should take 2-3 minutes to  
complete. The investigators for this project are Patrick Liu and Daniel  
Markovits, Department of Political Science at Columbia University. If you  
have further questions about the study they can be contacted at or
```

ppl2115@columbia.edu or dbm2143@columbia.edu. If you have any questions about your rights or responsibilities as a research participant, you may contact the Columbia University Human Research Protection Office at 212-305-5883 or email askirb@columbia.edu. We anticipate no risks associated with this study.

<1> I consent to participate

<2> I do not consent

```
{module markovits_experiment if consent in [1]}
```

```
<<p>We are interested in recruiting participants for a future study where they will make a one-minute video discussing their real attitudes about their parties' 2024 presidential nominees. The goal is to inspire discussion within participants' social networks.</p><p></p><p><center></center></p>>
```

```
{page first_price}
```

```
<p>What is the <u>lowest</u> reward amount you would accept for an assignment that asked you to make a one-minute video describing <u>your real personal views</u> on $candidate?</p><p>We intend to share the videos online through multiple channels (Facebook, X/Twitter, Reddit, TikTok, etc.) and invite discussion from others.</p><p>While strangers will not have access to your full name or contact information, keep in mind that the video might be viewed by <u>people who know you</u>.</p>
```

```
[pricel] {rule min=0 max=$upper_val left="0" right=$ceiling_val show_value = 1 dk=FALSE} What is the lowest amount you would accept for this task?
```

```
{end page first_price}
```

```
{page tolerance_manipulation_rep if tolerance_treatment in [1] and partisanship in [1]}
```

```
<<p>Please take some time to reflect on the following information.</p><p></p><p>Contrary to popular belief, Americans are very open-minded toward political disagreement and very <u>accepting of peers with whom they disagree</u>: 90% of Republicans say they have <i>never</i> ended a friendship over politics.</p><p></p><p>Moreover, <u>Republican voters welcome discussion and debate about their party's leadership and future</u>, as more than 65% of Republicans say criticism of the party's leaders by other Republicans should be accepted.</p><p></p><p>More than 90% of Republicans say it is important to allow the expression of unpopular beliefs, and a vast majority agree that it is good for the country to hear points of view they consider 'bad.'</p>>
```

```
{end page tolerance_manipulation_rep}
```

```
{page tolerance_manipulation_dem if tolerance_treatment in [1] and partisanship in [2]}
```

<<p>Please take some time to reflect on the following information.</p><p></p><p>Contrary to popular belief, Americans are very <u>accepting of peers with whom they disagree</u>: 80% of Democrats say they have <i>never</i> ended a friendship over politics.</p><p></p><p>Moreover, <u>Democratic voters welcome discussion and debate about their party's leadership and future</u>, as more than 80% of Democrats say criticism of the party's leaders by other Democrats should be accepted.</p><p></p><p>More than 90% of Democrats say it is important to allow the expression of unpopular beliefs, and a vast majority agree that it is good for the country to hear points of view they consider 'bad.'</p>>

{end page tolerance_manipulation_dem}

{page placebo_text if tolerance_treatment in [2]}

<<p>Please take some time to reflect on the following information.</p><p></p><p>Today, the value of the dollar is lower than at any time since the end of the Great Depression, and may be much lower than people think.</p><p></p><p>For example, if an investor bought a US dollar bond at the beginning of the present century, they would have received 20 cents on the dollar today; if they had invested in the US stock market in 1900, they would have received \$2.00 today.</p><p></p><p>Conventional wisdom is that the Federal Reserve's monetary policy is the cause of the weakness of the dollar, but the Federal Reserve has not had the power to create the value of a dollar overnight in a way that would make it as valuable as a dollar bond.</p>>

{end page placebo_text}

[worried_partisan] {single varlabel = "Thinking of the people in your life whose opinion you care about, how worried are you that some of those people might think less of you for expressing a political belief they disagree with?"} Thinking of the people in your life whose opinion you care about, how worried are you that some of those people might think less of you for expressing a political belief they disagree with?

- <1> Very worried
- <2> Somewhat worried
- <3> Slightly worried
- <4> Not at all worried

{page second_price}

<p>Earlier we asked you the following question:</p><p></p><p>What is the <u>lowest</u> reward amount you would accept for an assignment that asked you to make a one-minute video describing <u>your real personal views</u> on \$candidate?</p><p>We intend to share the videos online through multiple channels (Facebook, X/Twitter, Reddit, TikTok, etc.) and invite discussion from others.</p><p>While strangers will not have access to your full name or

contact information, keep in mind that the video might be viewed by people who know you.

[price2] {rule min=0 max=\$upper_val left="0" right=\$ceiling_val show_value = 1 dk=FALSE} Given the information you read on the previous page, how would you answer this question now?

{end page second_price}

[outcome4] {dyngrid roworder=randomize varlabel = "Thinking about the presidential election this November and your personal vote choice (including if you intend to abstain), how likely are you to engage in each of the following behaviors?"} Thinking about the presidential election this November and your personal vote choice (including if you intend to abstain), how likely are you to engage in each of the following behaviors?

-[openlydiscuss] Between now and November, how likely are you to openly discuss your opinions on \$candidate and your vote choice with the people you know?

-[changevote] In the November election, how likely is it that you will change your vote choice to match the people you know, even if that means not voting how you would want to?

-[hidevote] After the November election, how likely is it that you will want to hide your vote choice from people you know?

<1> Extremely unlikely

<2> Unlikely

<3> Somewhat unlikely

<4> Neutral

<5> Somewhat likely

<6> Likely

<7> Extremely likely

{end module markovits_experiment}