

Can We Find Political Advertising Effects in the CCES?

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- Ultimately, we want to measure campaign advertising effects in 2006 House races.
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- First we want to know: Does our sample contain persuadable respondents in proper proportions? An obvious concern with an internet sample.
- Check this using a national sample.

CCES Sample

- Nationally Representative Respondents, N=2,000.

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- Nationally Representative Respondents, N=2,000.
- Compare to the American National Election Studies 2004 Cross-Section – Post-Election Completes Only, N=1,066.
 - Because the Census does not ask partisanship, ideology, etc.

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- Additive scale of correct responses to the same open-ended questions:
- "What job or office does Dick Cheney hold?"
- "What job or office does John Roberts hold?"
(William Rehnquist in the NES 2004)

Weighted Proportions Correct

- NES 2004
 - Cheney: 85%
- CCES 2006
 - Cheney: 93%

Weighted Proportions Correct

- NES 2004
 - Cheney: 85%
 - Rehnquist: 28%
- CCES 2006
 - Cheney: 93%
 - Roberts: 27%

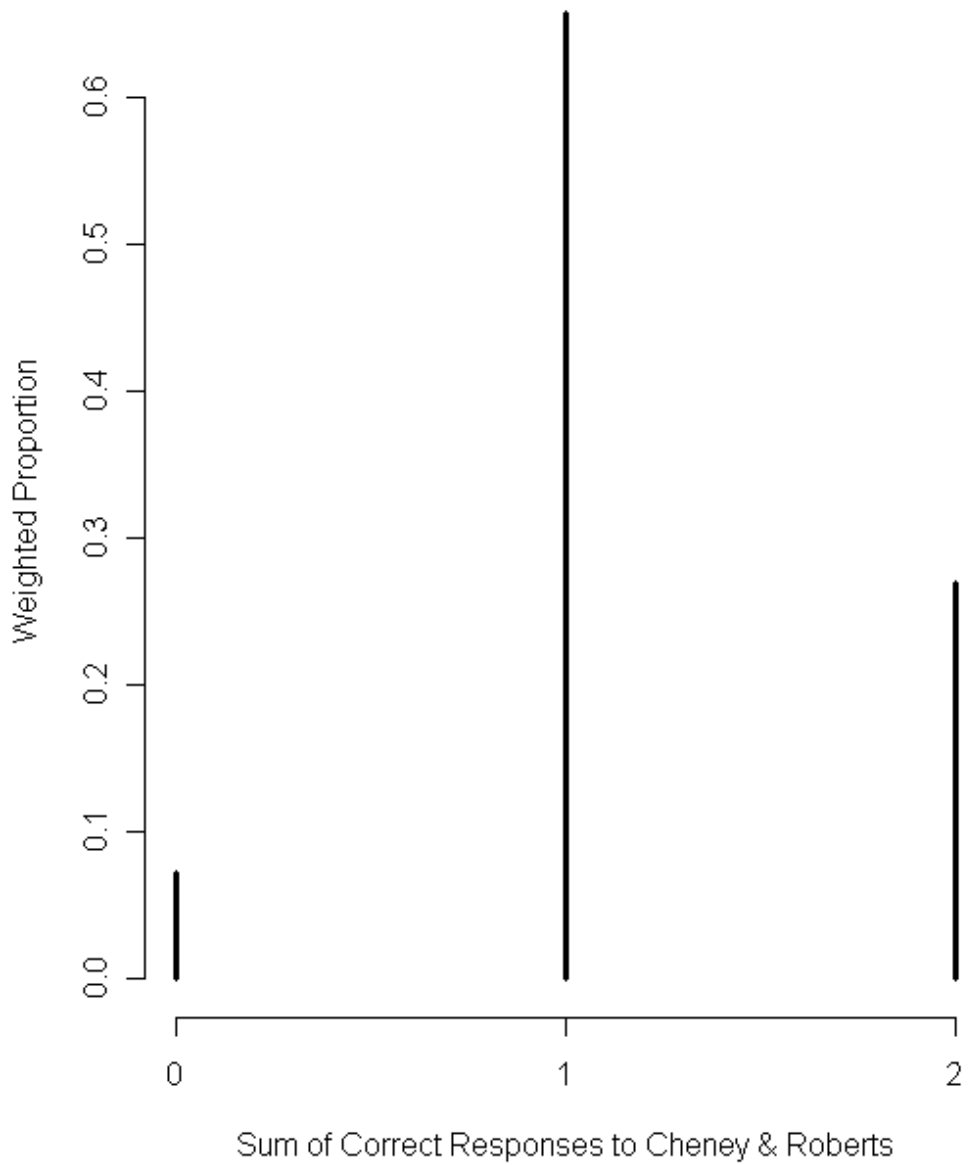
Weighted Proportions Correct

- NES 2004
 - Cheney: 85%
 - Rehnquist: 28%
- NES 1986
 - Rehnquist: 18% (no weights)
- CCES 2006
 - Cheney: 93%
 - Roberts: 27%

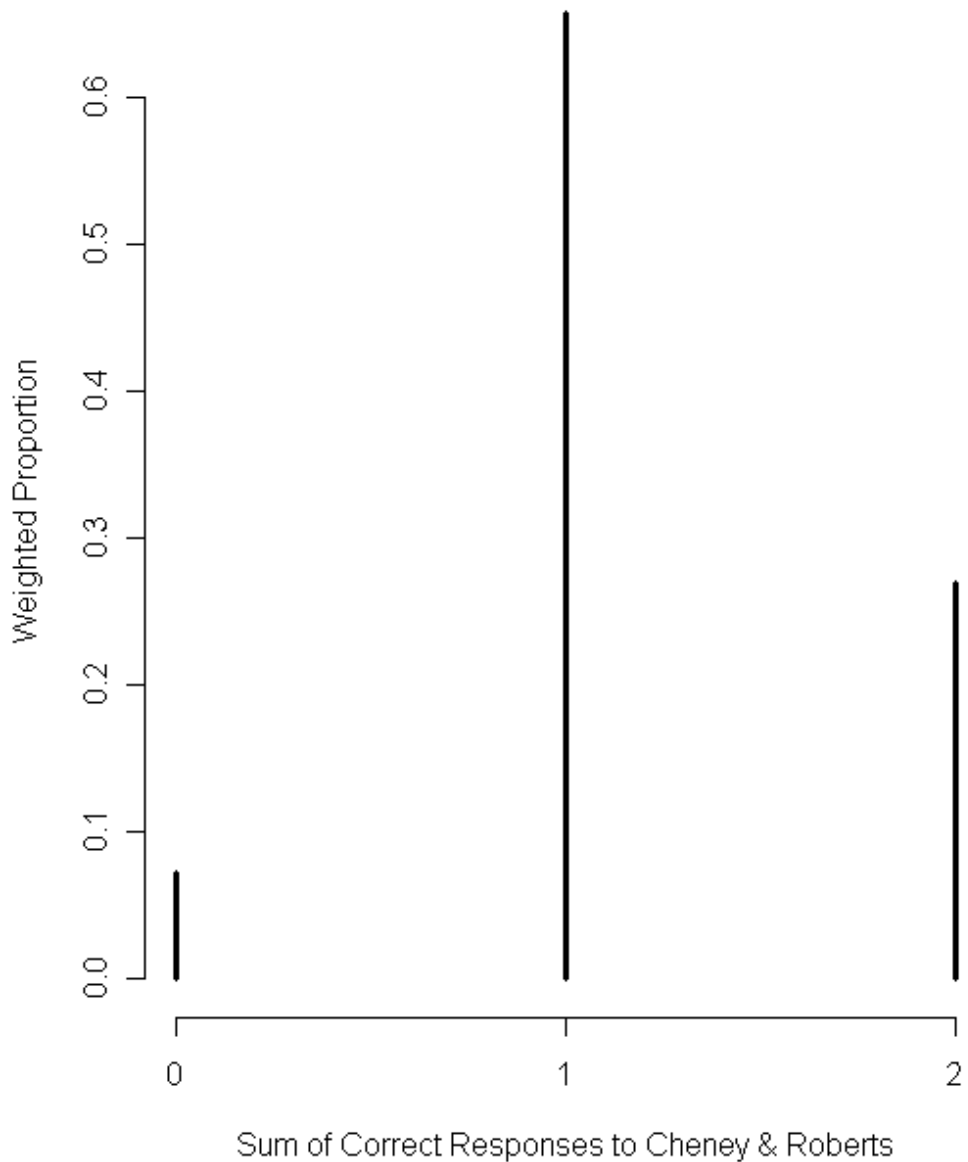
Weighted Proportions Correct

- NES 2004
 - Cheney: 85%
 - Rehnquist: 28%
 - Hastert: 9%
- CCES 2006
 - Cheney: 93%
 - Roberts: 27%
 - Hastert: 49%

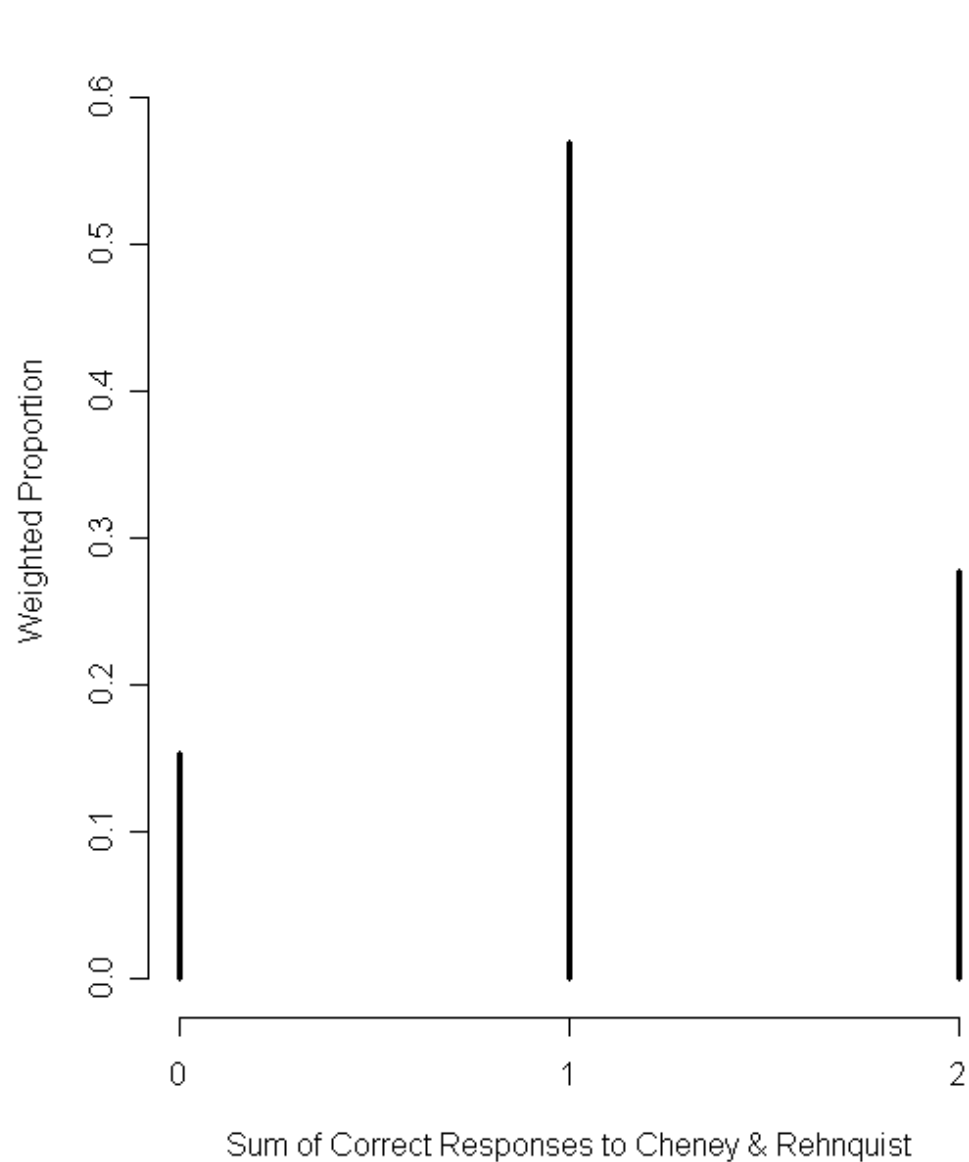
Information in The CCES 2006 (Questions on Pre-Election Survey)



**Information in The CCES 2006
(Questions on Pre-Election Survey)**



**Information in The NES 2004
(Questions on Post-Election Survey)**



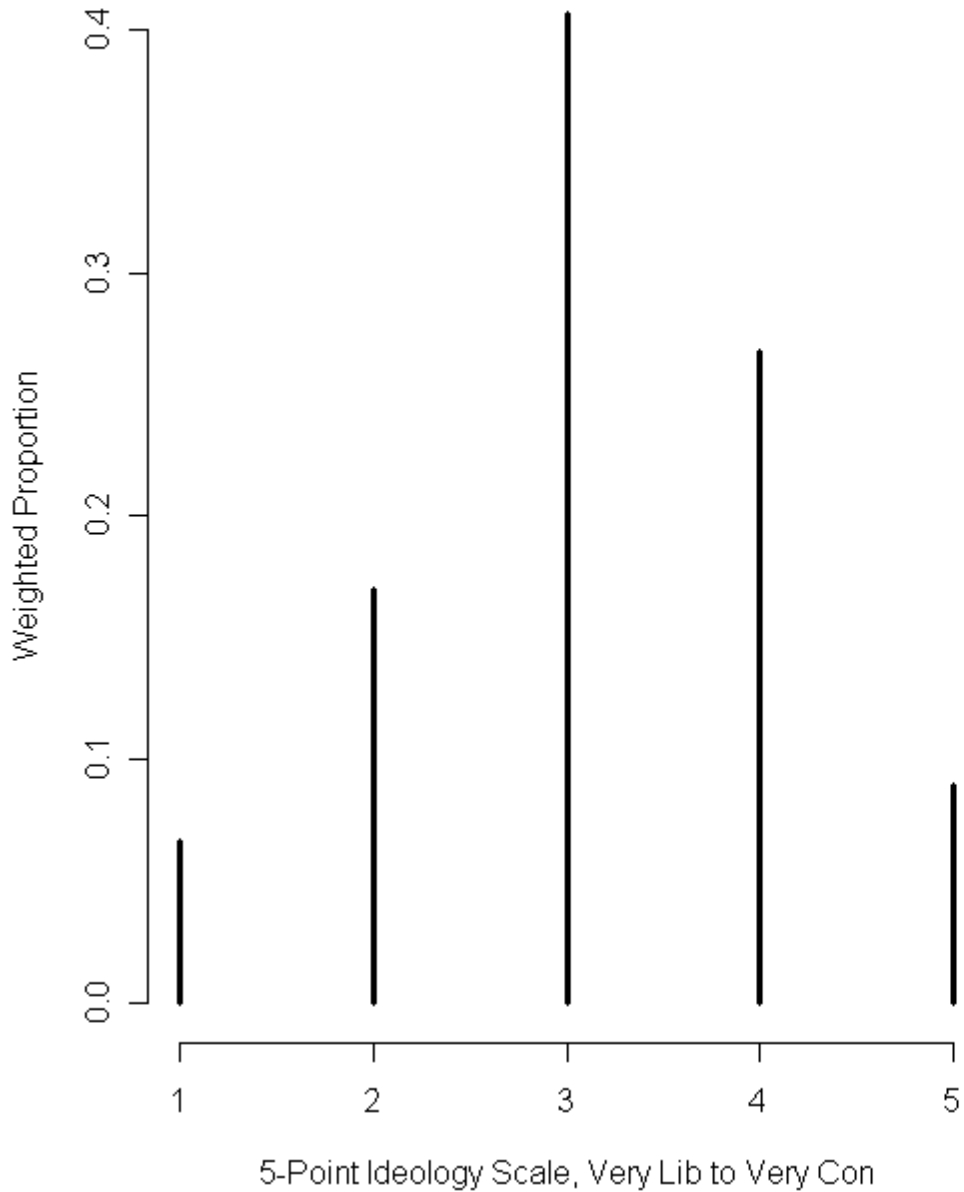
Measuring Partisanship & Ideology

- Partisanship
 - Polimetrix uses the same branching question as the NES '04 to get to a 7-point Party ID.

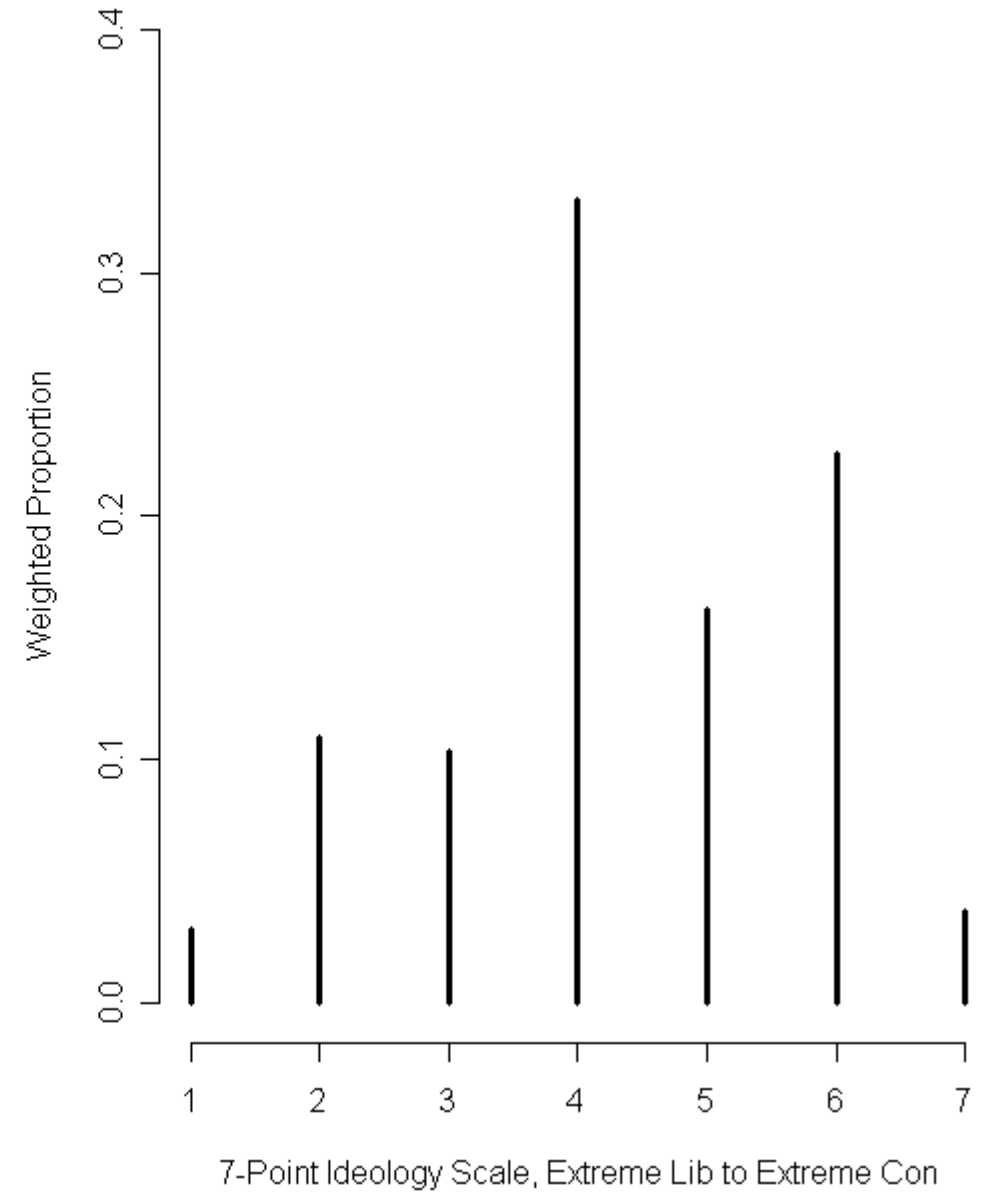
Measuring Partisanship & Ideology

- Partisanship
 - Polimetrix uses the same branching question as the NES '04 to get to a 7-point Party ID.
- Ideology
 - Polimetrix: 5-point Ideology, from "very liberal" to "very conservative."
 - NES '04: 7-point Ideology, from "extremely liberal" to "extremely conservative."

Ideology in The CCES 2006

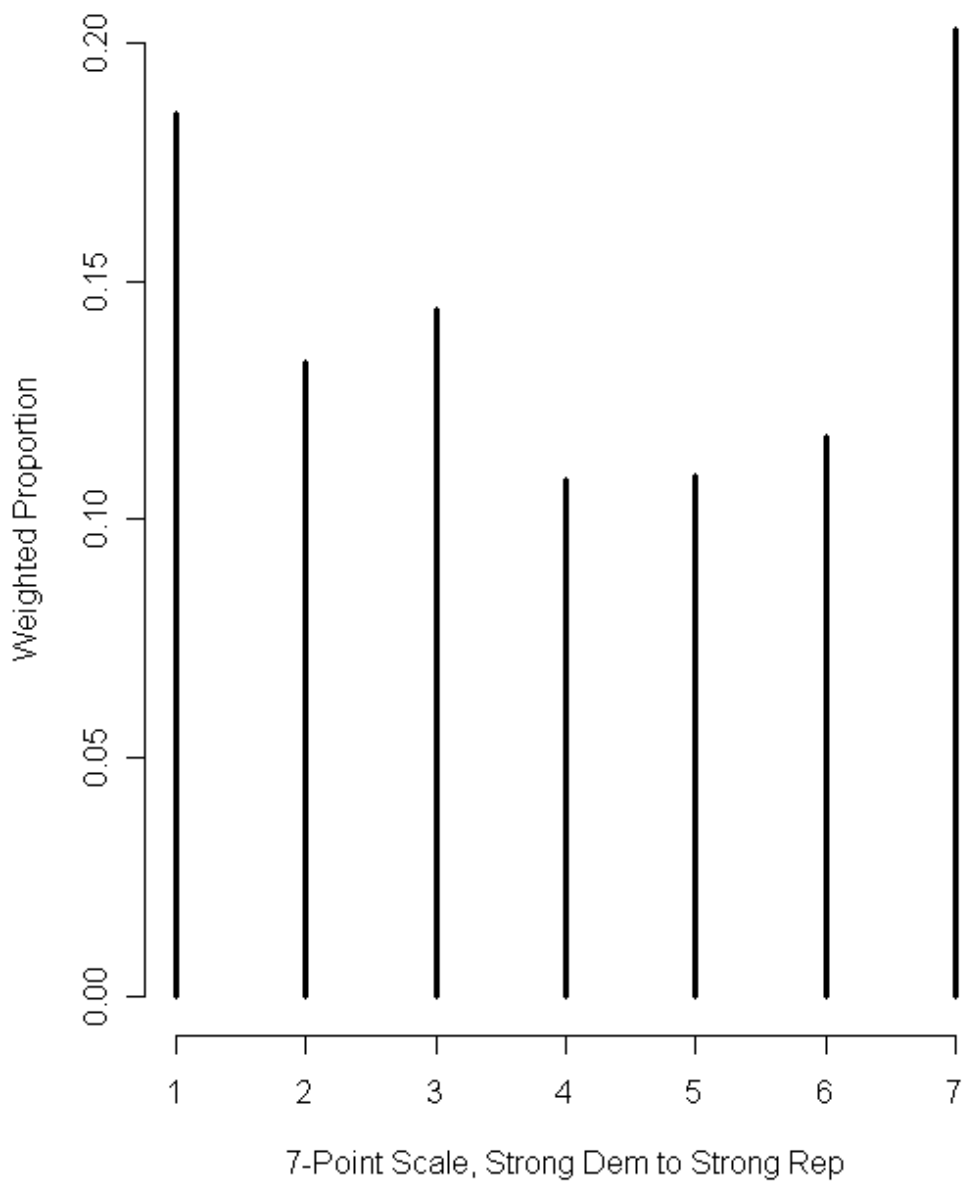


Ideology in The NES 2004

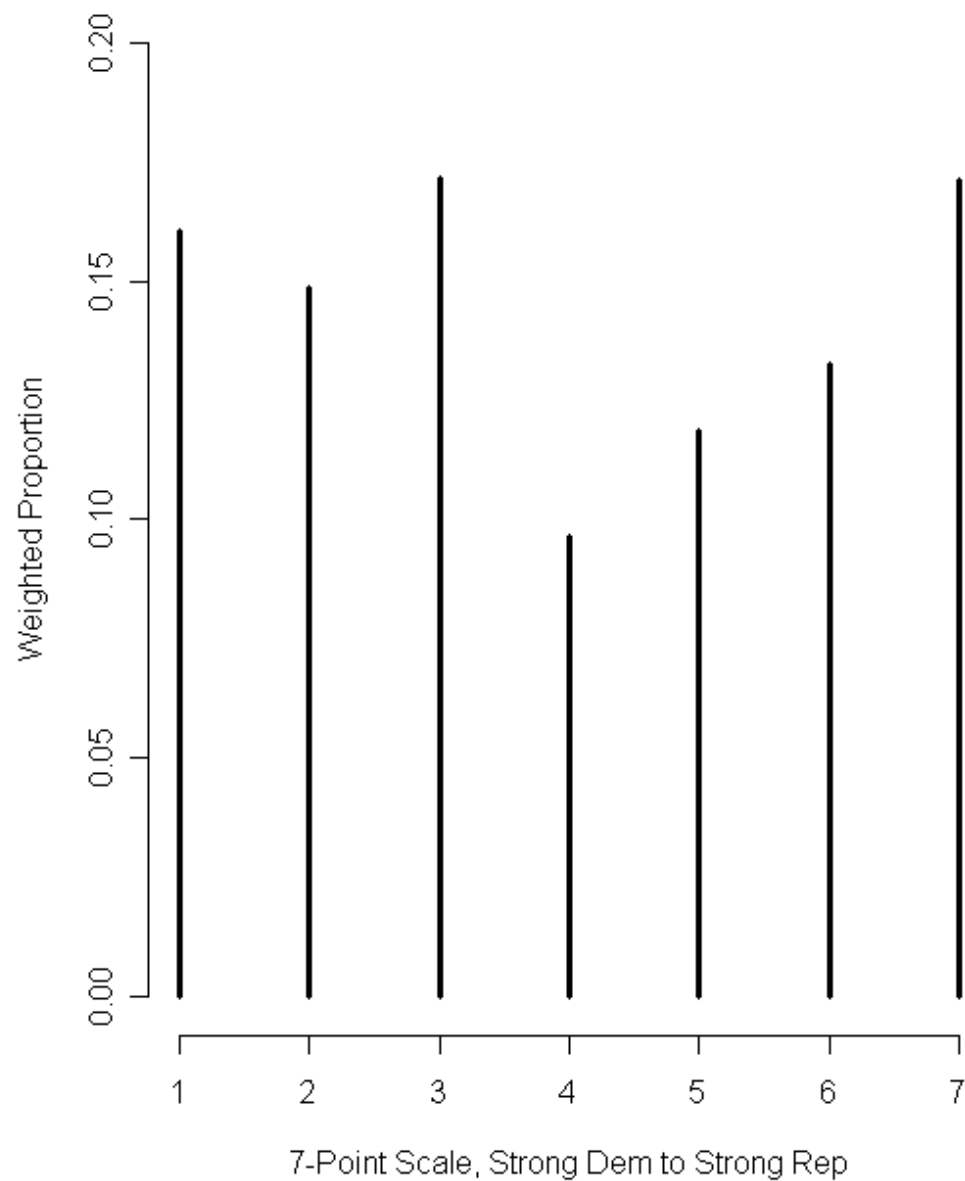


Note: NES prompted for "Haven't Thought Much About It"; 23% (weighted) of respondents selected this option.

Party ID in The CCES 2006



Party ID in The NES 2004



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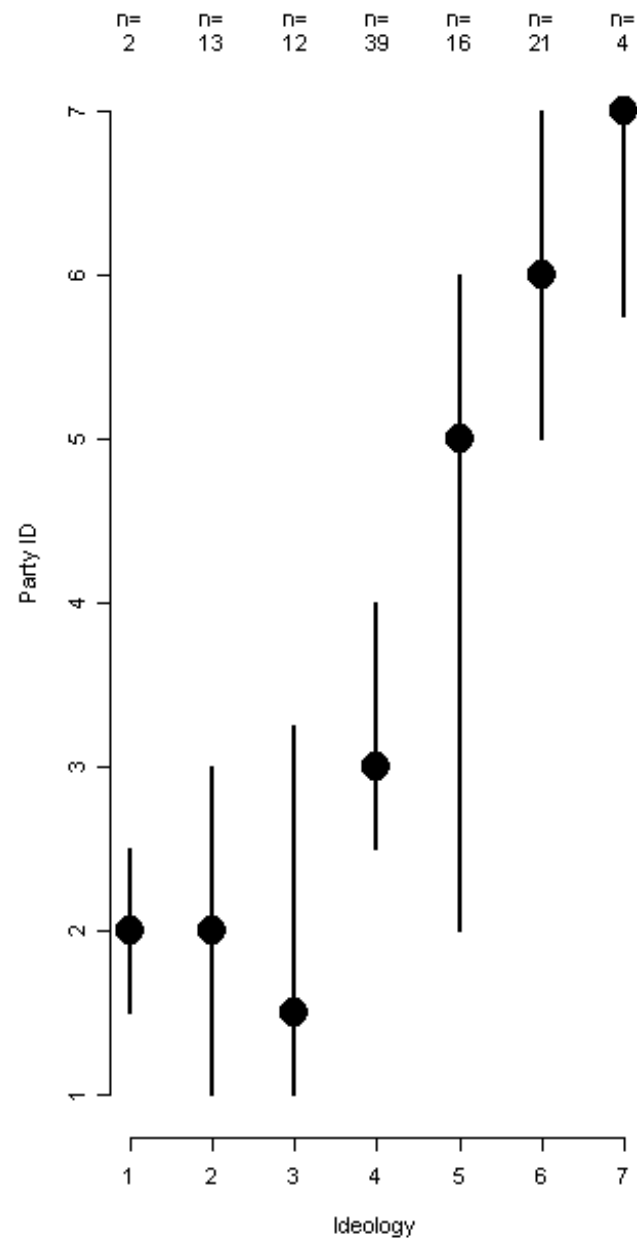
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Partisanship-Ideology Relationship

- We'd like some respondents who are not so politically constrained that they are immune to campaign advertising.
- Respondent persuadability should be related to how closely ideology maps to partisanship.
- Close ideology-partisanship relationship evidence of low persuadability.
- Noisy ideology-partisanship relationship evidence of persuadability.

Quartiles of Party ID by Ideology by Information, NES 2004

Respondents with 0 correct responses.



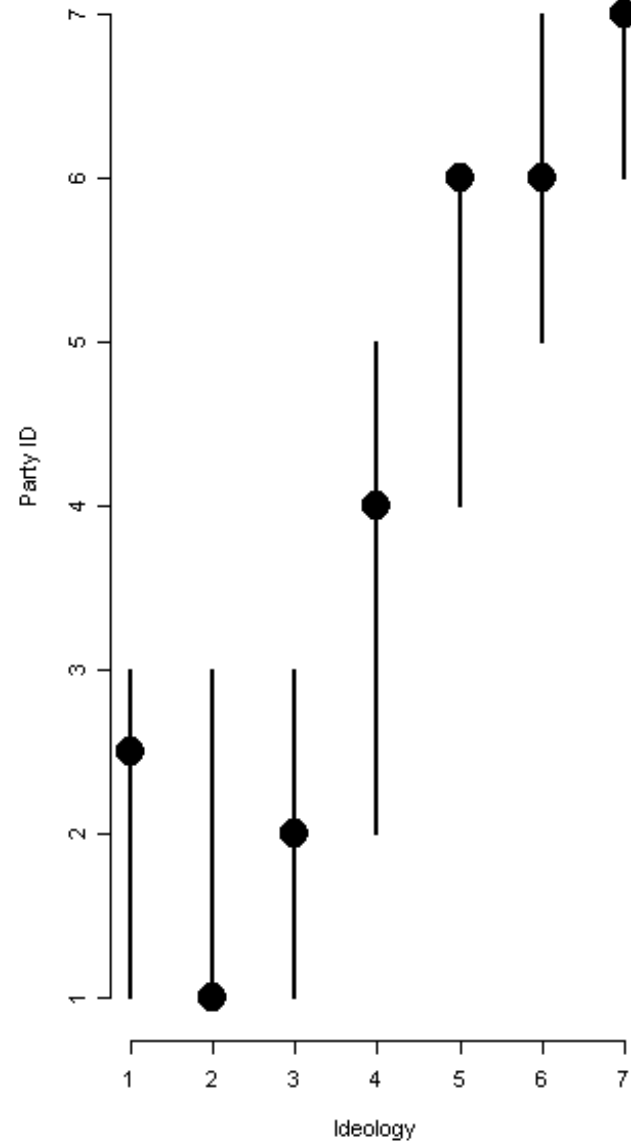
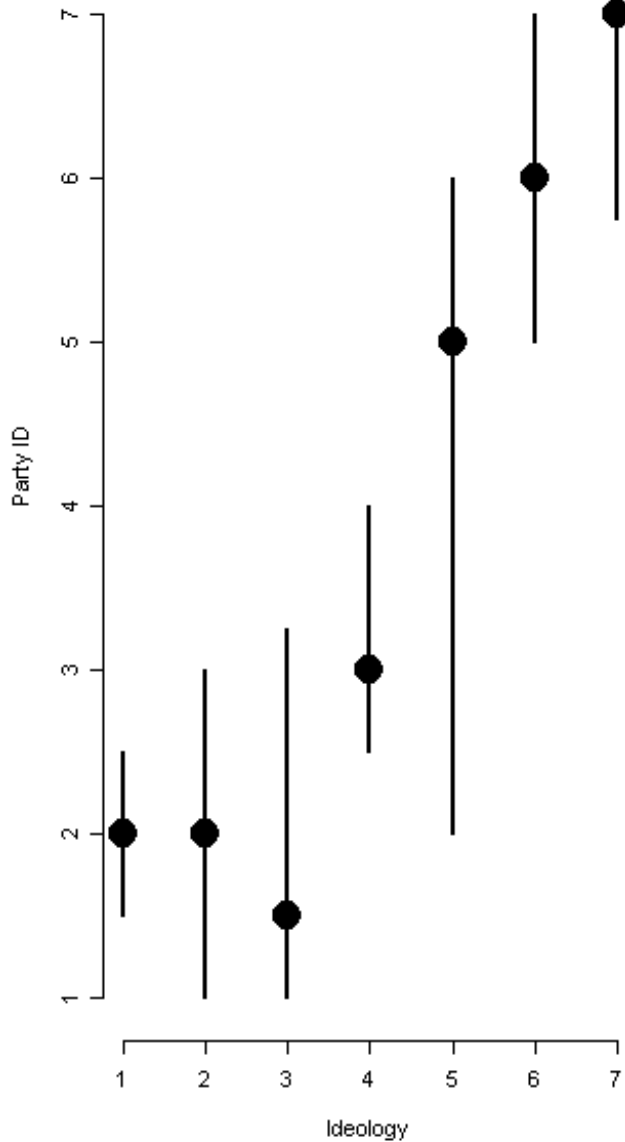
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Respondents with 1 correct responses.

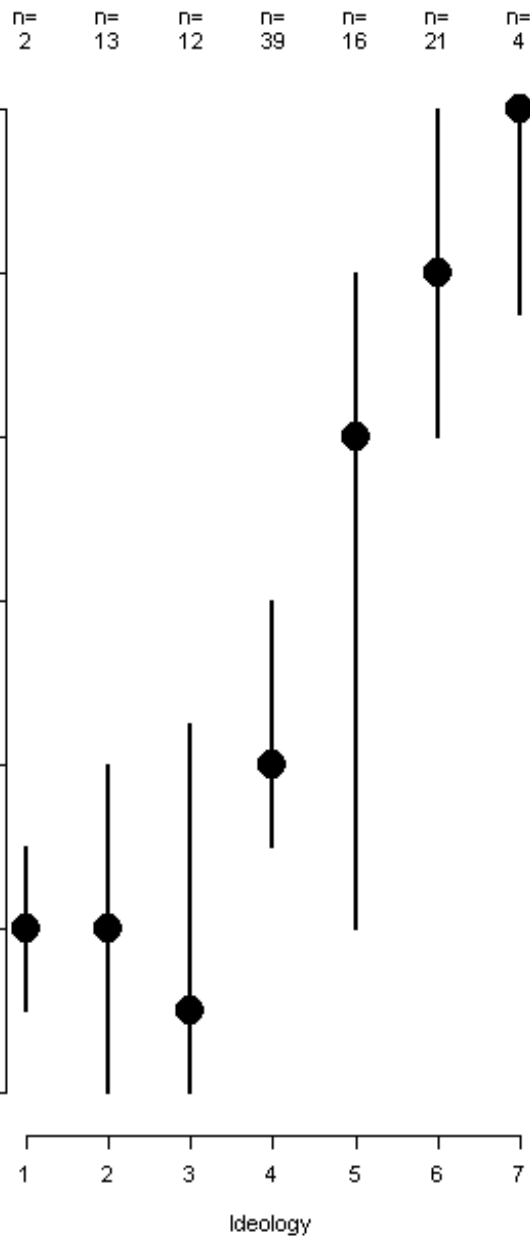
n= 2 n= 13 n= 12 n= 39 n= 16 n= 21 n= 4

n= 14 n= 49 n= 48 n= 141 n= 74 n= 112 n= 19

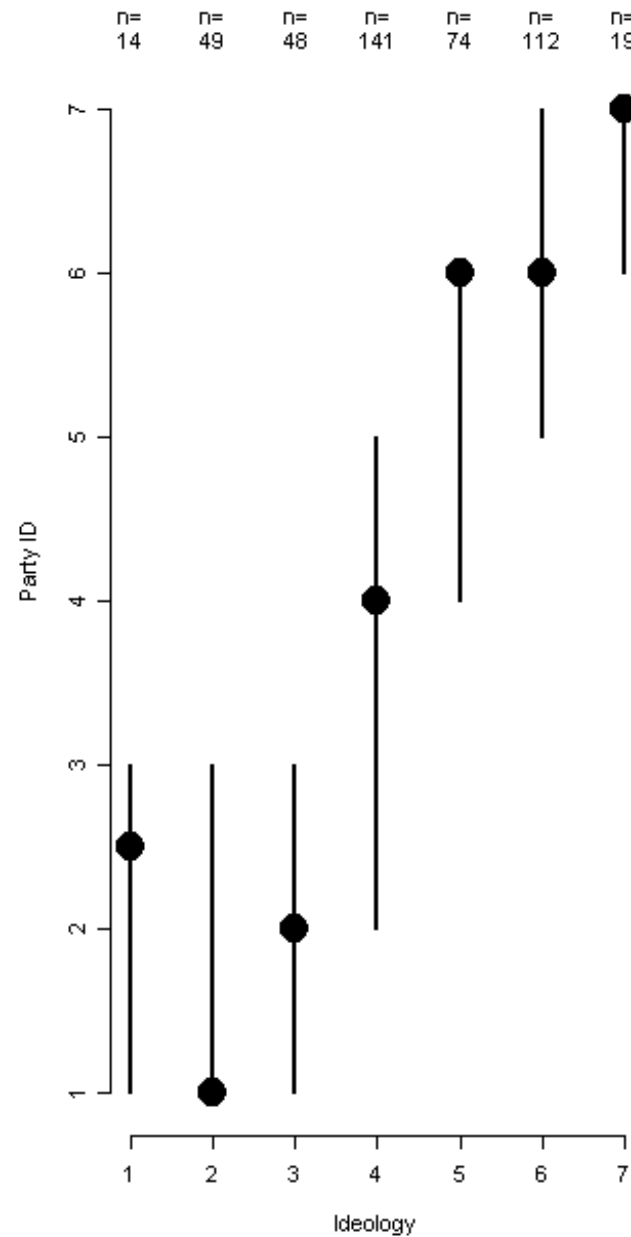


Quartiles of Party ID by Ideology by Information, NES 2004

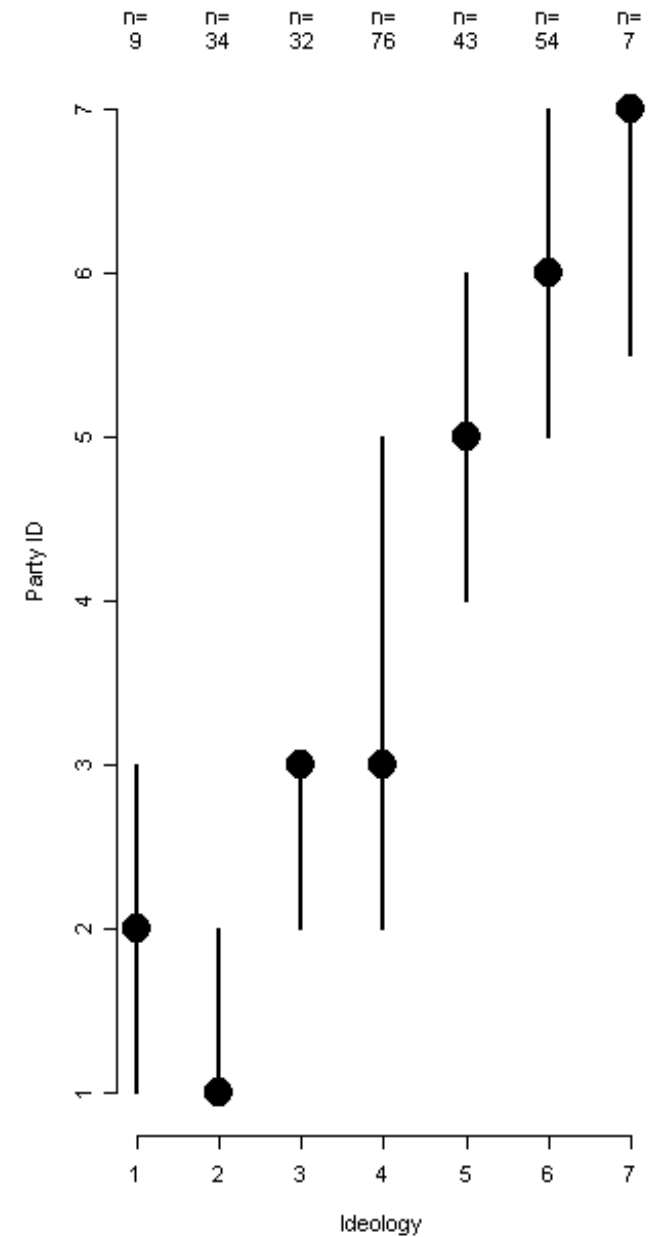
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Respondents with 2 correct responses.

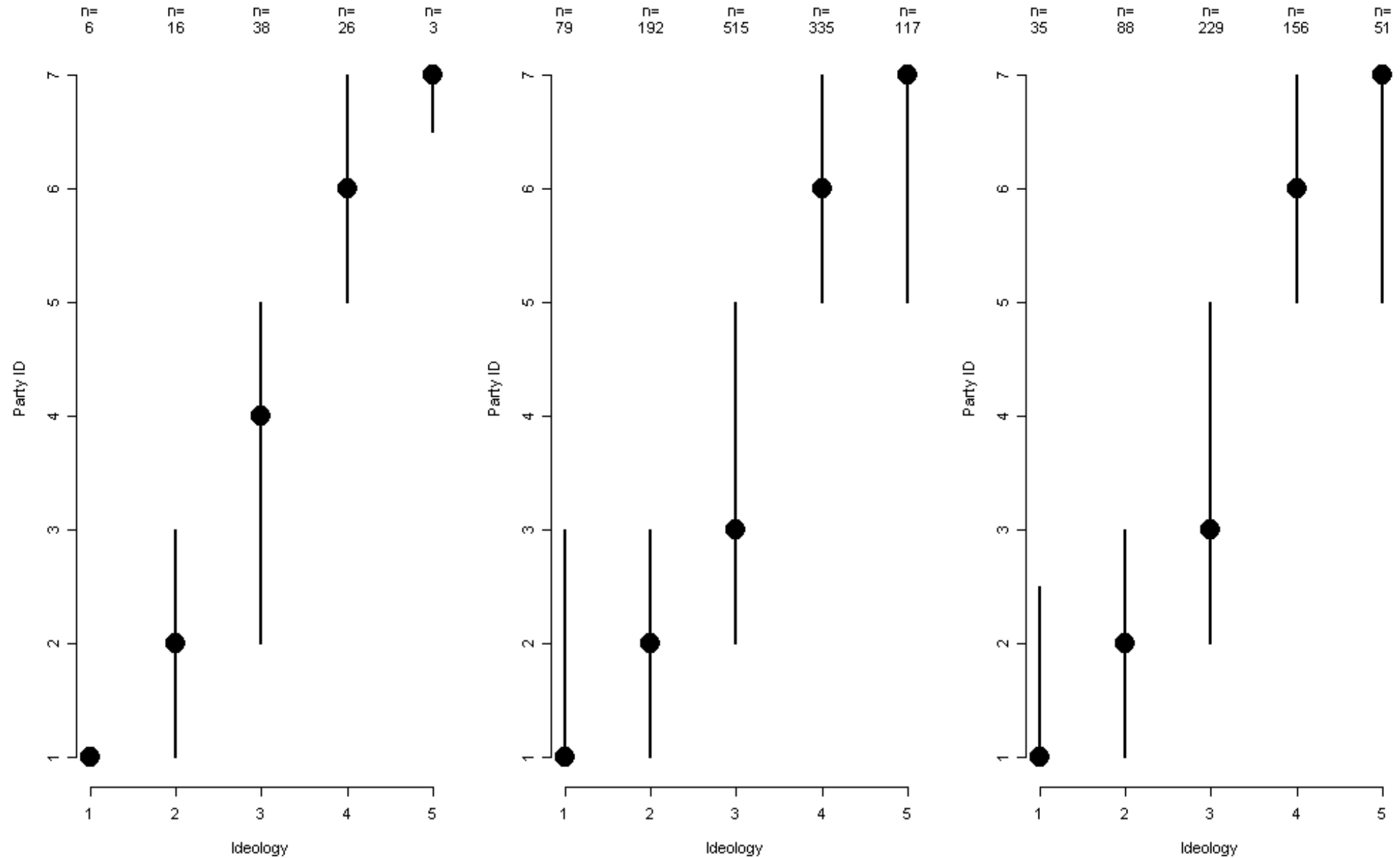


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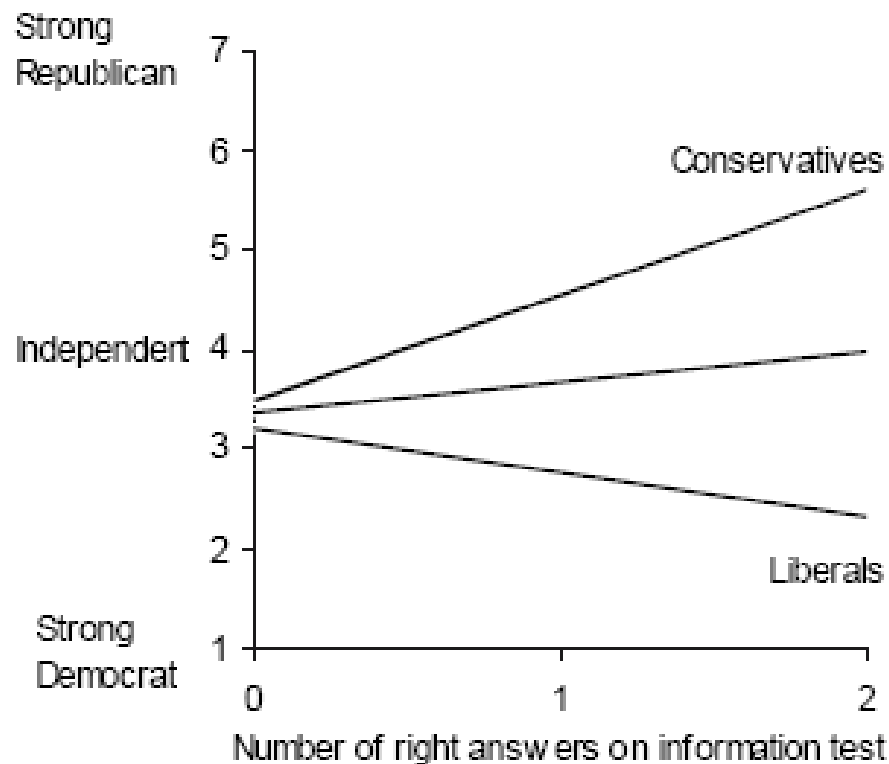
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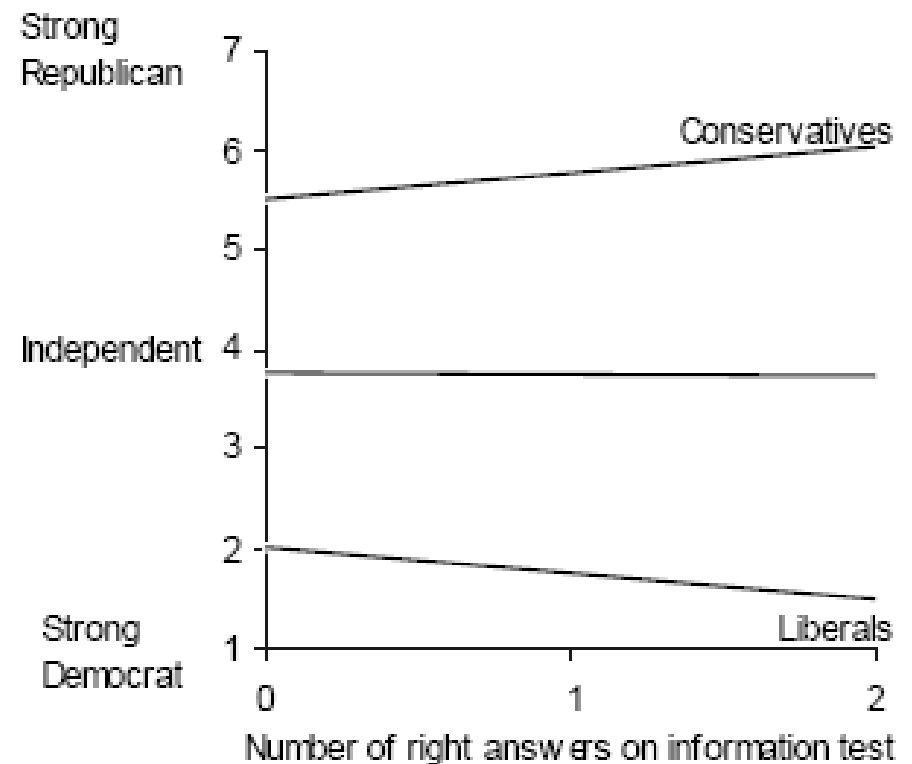


The interaction of information, party, and ideology (fitted data)

NES



CCES



Graph shows plot of \hat{y} from the model: $PID = b_0 + b_1 * ideo + b_2 * info + b_3 * ideo * info$
(Variables coded to identical values in NES and CCES; ideology is a 3-pt variable)

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- CCES appears a little too (partisan) polarized, a little too informed ... too little susceptibility to political advertising?
- Potential non-ignorable difference between low-info NES respondents and low-info CCES respondents in regards to constraint.