Best practices in collecting online data with Asian, Black, Latino, and White respondents: evidence from the 2016 Collaborative Multiracial Post-election Survey

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Gearing up for the CMPS 2020

• Expanded overall sample size to 20,000 respondents
  • 4,000 each Latino, African American, Asian American
  • 2,000 Whites
  • 1,000 Muslim Americans
  • 1,000 Black Caribbean immigrants
  • 1,000 Black African immigrants
  • 1,000 Native American
  • 1,000 Native Hawaiian
  • 1,000 LGBTQ

• CMPS Panel Study (16-20-24)
  • Focus on a subset of issues important to the study of race, ethnicity and politics in the United States over time.

• Appended Aggregate-Level Contextual Data
  • Congressional district data
  • Police / criminal justice data
  • Immigration / ICE
  • Facebook, Twitter, and other social media data
The 2020 CMPS Goals of Presentation

• 2020 Survey Design Goals

• 2020 Working Timeline and Tiered Pricing Schedule

• How You Can Collaborate with the CMPS Team!
BUT FIRST....
WHAT IS THE CMPS?

2008
2012
2016
The 2008 CMPS

The 2008 CMPS was the first multiracial and multilingual survey of registered voters across multiple states and regions in a presidential election.

- 4,563 registered voters: Asian (n=919), Black (n=945), Latino (n=1577), and White (n=1122).
- Mode: telephone/Pacific Market Research
- Sample: registered voters
- The survey was available in: English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese.
- Contextual data appended

The 2012 CMPS

A national, multiracial and multilingual survey of 2,616 registered voters

- Black (n=804), Latino (n=934), or white (n=878).
- Mode: Online / Knowledge GfK
- Sample: registered voters
- Available in English or Spanish
- Contextual data appended
- Co-Principal Investigators: Lorrie Frasure-Yokley, Gabe Sanchez, Ali Valenzuela and Ange-Marie Hancock.

To be released this summer on ICPSR:

- Version 1: Full Access: This dataset contains Main Individual-Level Data only

- Version 2: Restricted Access available upon completion of restricted data access use agreement through ICPSR.
Collaborative Multiracial Post-Election Survey (CMPS, 2016)

Table 1. 2016 CMPS overall sample sizes, by race/ethnicity.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Latino</th>
<th>Black</th>
<th>Asian</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered to vote</td>
<td>6024</td>
<td>1816</td>
<td>2002</td>
<td>1503</td>
<td>703</td>
</tr>
<tr>
<td>Not registered</td>
<td>4121</td>
<td>1187</td>
<td>1100</td>
<td>1503</td>
<td>331</td>
</tr>
<tr>
<td>Total</td>
<td>10,145</td>
<td>3003</td>
<td>3102</td>
<td>3006</td>
<td>1034</td>
</tr>
</tbody>
</table>
The 2016 CMPS

- The first cooperative, 100% user content driven, multi-racial/ethnic multi-lingual, post-election online survey in race, ethnicity and politics (REP) in the United States.

- The cooperative survey was self-funded, by academic researchers, through the purchase of question content by contributors.

- Questions were user-generated from a team of 86 social scientists, from 55 different universities, across 17 academic disciplines.

- Available in English, Spanish, Chinese, Korean, Vietnamese

- 394 questions, self-administered, 43.2 minutes average
The 2016 CMPS

• Full adult sample with both registered voters and non-registered

• Data for registered voters comes from the national voter registration database email sample

• Non-registered voters were randomly selected from six nationally reputable panel vendors

• By working with six panels, we reduce non-coverage bias, and also bring in some panel vendors that have expertise in recruiting minority respondents into their panels

• Survey firm: Pacific Market Research
The 2016 CMPS

• Through broad research collaborations, workshops and writing retreats, a diverse and multidisciplinary group of over 150 researchers have used the 2016 CMPS.

• Contributors also received several data enhancements (via password protected interface)

  • (1) 2010 Census and 5-year ACS at the zip code level;
  
  • (2) Legislative districts which include state house, state senate, and US; and
  
  • (3) Vote History
What is available to the Public?

CMPS webpage: [http://cmpsurvey.org/](http://cmpsurvey.org/)

**2016 Survey**

The 2016 survey data will be made open to the public on ICPSR on January 2021. Currently the 2016 CMPS is made available to collaborators and their co-authors.

- [2016 CMPS Codebook (English)](#)
- [2016 CMPS Methodology Statement](#)
- [2016 CMPS Toplines](#)

**List of collaborators on the 2016 CMPS**. Thank you!

**NEW**: Download district-level and vote history data to merge in to 2016 dataset

A total of 10,145 completed interviews were collected online in a respondent
2016 CMPS CONTRIBUTIONS TO THE SOCIAL SCIENCES AND BEYOND
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Matt A. Barreto\textsuperscript{a}, Lorrie Frasure-Yokley\textsuperscript{a}, Edward D. Vargas\textsuperscript{b} and Janelle Wong\textsuperscript{c}

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CMPS Data Featured in Academic Textbook!

Uneven Roads SECOND EDITION
An Introduction to U.S. Racial and Ethnic Politics

Todd Shaw - University of South Carolina, Columbia, USA
Louis DeSipio - University of California, Irvine, USA
Dianne Pinderhughes - University of Notre Dame, USA
Toni-Michelle C. Travis - George Mason University, USA

February 2018 | 512 pages | CQ Press
CMPS Research Workshops and Writing Retreats

Summer Workshops at UCLA and Writing Retreat in Washington, DC (APSA Headquarters)

• Workshops and writing retreats feature research presentations using data collected from the CMPS.

• Bring together researchers at varying stages of their academic careers

• We fund graduate students, post-docs, as well as faculty members from smaller institutions, HBCUs and HSIs, with limited or no travel budget.

• We welcome research that features co-authorships with racial/ethnic diversity, gender balance, and junior-senior collaborations.
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2020 CMPS

• The 2020 CMPS will include adult, registered and non-registered voters, including non-citizens.

• Respondent self-administered format following the 2020 Presidential Election.

• The survey (and invitation) will be available to respondents in English, Spanish, Chinese (simplified and traditional), Korean, Vietnamese, Arabic and possibly other languages.

• Online platform in combination with web-based random sampling directly from the voter registration rolls.

• Use of random-recruit-to-web (RRW) – initially implemented in mixed-mode phone-web research by Matt Barreto and Gary Segura in public opinion research among Latino voters.
CMPS Oversample Directors: Designed to conduct the most appropriate and culturally sensitive mode of data collection among hard-to-reach populations such as Native Americans and Black immigrants; synthesize content (enhance replication, avoid duplication)

Expanding Question Content: Experiments, video or audio stimuli, and split sample experimentation in question wording or format, open-ended, close-ended, thermometers, and much more

Data enhancements: In addition to the individual level national survey data, contributors will receive several supplements with appended data sources.
2020 CMPS Oversample Directors
n=1000 each

- **Afro-Caribbean**: Danielle Clealand (Florida International University)

- **Black Immigrant**: Chrissy Greer (Fordham) and Candis Watts Smith (Penn State)

- **LGBTQ**: Andrew Flores (American University)

- **Muslim American**: Karam Dana (University of Washington) & Nazita Lajavardi (Michigan State)

- **Native American**: Ray Foxworth (First Nations Institute) & Laura Evans (University of Washington)

- **Native Hawaiian**: Ngoc Phan (Hawaii Pacific University)
Tentative plan is to re-interview as many of the 2016 respondents as possible to create a partial 2016 / 2020 panel

- We seek to obtain about 40%, so about 4,000 re-interview completes

- We also plan to conduct a short re-interview panel in 2022, and then full re-interview panel in 2024
TWO TYPES OF 2020 CMPS (LICENSEE) ACCESS

- **Contributor** Access (intent to add survey content)
  - Detailed in slides to follow.

- **Collaborator** Access (will NOT add content on survey)
  - For pricing details regarding (Licensee) access to all survey content *without* adding survey content, please contact the CMPS team at cmpsurveycoop@gmail.com for cost sheet.
2020 CMPS Tiered Pricing

Buy-in costs, per minute, per sample (1-3 minutes). In general, 1-minute of content is equivalent to 3 **basic** survey questions. Select core demographic variables will be provided to all contributors without additional fee.

Non-proprietary content, everyone gets 20,000 cases

- non-R1, non-tenured: $1,500
- non-R1, tenured: $2,500
- R1, non-tenured: $2,500
- R1, tenured Associate: $3,500
- R1, tenured Full: $5,000
- *PhD students R1, non-tenured: $2,500
2020 CMPS

- Research teams (cost sharing) are allowed and encouraged

- Users can submit survey questions for just one single sample, or common questions across multiple samples, depending on their interest.

- In cases where two or more different contributors submit very similar questions, the PIs will synthesize content, where needed or create a single common question.

- The data will be embargoed to Licensee and their co-authors for up to 2-years following the release of the individual level dataset (to be deposited at ICPSR).
2020 CMPS Timeline (tentative)

Summer 2019
• Call for Intent to Collaborate
  (2016 Contributors)

Fall 2019
• Call for Intent to Collaborate
  (Open)

Winter 2020
• Content Development

Spring 2020
• Content Development

Summer 2020
• Content Development

Fall 2020-Winter 2021
• ~ 20,000 completed interviews
  will be collected online in a
  respondent self-administered
  format from about December 1,
  2020 to February 1, 2021

Winter 2021
• Individual level data file sent to
  contributors (password protected)

Spring 2021
• Aggregate level data appended
  files sent to contributors
  (password protected)

Summer 2021
• 3rd CMPS Workshop and
  Planning Meeting
MEET SOME OF THE CMPS CONTRIBUTORS

VIDEO LINK (full 9 mins)
Short Video (short 3 mins)
THANK YOU
Let’s Collaborate!

CMPS Webpage: http://cmpsurvey.org/

CMPS Email: cmpsurveycoop@gmail.com
ADDITIONAL SLIDES
Figure 1. Map of 2016 CMPS respondents by race and geography.