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Title: Measures of Party Identification in the 1979 Pilot Study

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Abstract

Brody makes a number of recommendations concerning the format of the 1980 NES study based on his analysis of the 1979 Pilot Study. First, Brody finds that the semantic-differential approach to measurement does not yield any evaluative or dynamism dimensions -- the only factors extracted from the responses are content specific. Brody concludes that the feeling thermometer method is a more cost-effective way to measure general affect and should be retained. Brody also recommends that the party thermometer questions follow the format used in the 1968-1976 and 1978 surveys because (1) there is a sufficient lack of redundancy among these measures to support their inclusion in the 1980 study and (2) the traditional measures show a better ability than the Pilot Study instruments to discriminate among the seven response patterns produced by the "core" party ID sequence. Furthermore, Brody finds that the two items designed to examine the Gurin-Miller-Gurin notion of "identification as affective preference" are strongly related to the core measure of party ID and recommends that they be included in the 1980 survey. Finally, he argues that the open-ended partisan probes, attached to the core measure of party identification, should be adopted for the 1980 survey. Brody finds that these follow-up questions allow for discrimination of subgroups within the seven partisan categories at statistically significant levels.