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Title: Analysis of Interest in Politics Items From the 2006 Pilot

Date: January 2007

Dataset: 2006 Pilot Study

Abstract:

The 2006 Pilot Study tested three new items that attempted to improve upon current NES measures of interest in politics and attention to politics (Mod14). The items appeared in a split-sample design such that half of the respondents were randomly selected to receive the new items and the other half were asked the traditional NES questions about interest in the campaign and following government and public affairs. In this report I compare these measures to determine whether the proposed items add anything distinctive to the study of political learning and participation, whether the magnitude of the differences are sizable, and whether they reflect prior hypotheses. Overall, I conclude that the existing NES measures perform as well as the alternatives carried on the Pilot. The only case in which a proposed measure seems to have outperformed the current items was, in fact, opposite to expectations.