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Title: A Report on the Social Network Battery in the 2006 ANES Pilot Study

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Abstract:

The 2006 American National Election Study (ANES) Pilot Study includes a social network battery which solicited information regarding the respondents' self identified networks of political discussion. In this report we explore the battery's analytic potential for predicting voter turnout and presidential vote choice using the relevant variables in both the 2004 ANES Time Series Study and the 2006 ANES Pilot Study. Following a review of relevant research on social networks and vote behavior summarizing the key hypotheses, we present analyses of the social network battery items. This includes descriptive statistics of the items; inter-item correlations both for the items in the social networks module of the pilot study, items in the module, and other covariates; bivariate regression analyses of voter turnout, presidential vote choice, and social networks; and multivariate analyses of voter turnout and presidential vote choice on the social network battery items and other confounding variables. In addition, we review the empirical evidence on the predictive potential of the networks battery for voter turnout and presidential vote choice and then explore the predictive potential of several new item formats in the pilot study for voter turnout and presidential vote choice.