**Template for Group Experiment Design**

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*Note: This exercise is given twice to offer feedback and allow students to update research ideas.*

**All the points below are very important!  Please read them carefully and respond accordingly.**

* Restate your group's hypothesis in a sentence or two.
* Present some randomized element (X)
  + Specify the 2 versions which will randomly be shown to participants
  + This randomized element should help test whatever X you think affects Y (by showing two different conditions or versions of X)
  + If your randomized element involves photos, include these photos (ideally as separate jpg or png files)
  + If your randomized element involves web links, videos, etc., specify these web links
* Also list a short set of survey questions (1-3) that follow your survey experiment and help you test your hypothesis.
  + This usually will be some sort of opinion question that comes after your randomized element.
* Make sure your political attitude/behavior outcome (Y) is measured on a scale, as a count, etc. (Question must offer 3+ response options; no simple "yes/no" outcomes allowed).  Examples include:
  + On a 5-point scale, how much you support/oppose a politician, policy, etc.
  + How often you plan to participate in politics
  + How many of the following types of political activity you will do (vote, make phone calls, donate, etc.)
  + … or whatever other outcome you think is interesting and relevant!
* We will include a basic set of demographic questions in the survey too (gender, age, race, etc.). Just list which demographic factors you’d like, in addition to your test questions. Because this is an experiment, you won’t *need* demographic variables, but you’re welcome to use them in your analysis if you wish.