Two Examples

- **TESS**
  - Founded in 2001

- **The American National Election Studies**
  - Origin in 1948
  - “nationalized” in 1977
  - Reinvented in 2005
Goal: help scholars run innovative survey experiments

Constraint: Limited design experience and resources

Trade-off:
- Place lots of small bets
- Develop a mentoring network
TESS has now run over 200 innovative survey experiments.

Scholars from 60 different fields ranging from business, law, medicine, and the social sciences have used TESS.

To learn more visit: www.experimentcentral.org
Goal: help scholars explain US elections

Constraint: Lots of demand, little trust, Continuity versus innovation

Trade-off: which designs & questions to run

Decision
- Procedural transparency
- Public criteria
ANES Data Collections 2008-9

- A 2-wave face-to-face survey
  - September to December 2008
  - 164 minutes of interview time
    - Continues hundreds of core questions
    - Adds hundreds of new questions

- A 21-month panel study
  - January 2008 to September 2009
  - Panelists recruited by RDD and retained exclusively for ANES
  - Up to 630 minutes of interview time
  - Thousands of questions
From 2006-2008, over 600 scholars proposed over 3000 questions.

A complete public record of all proposals is available online: www.electionstudies.org

A new book will detail the decision making process.
For more information

- TESS: www.experimentcentral.org
- ANES: www.electionstudies.org
- Research: www.umich.edu/~lupia