

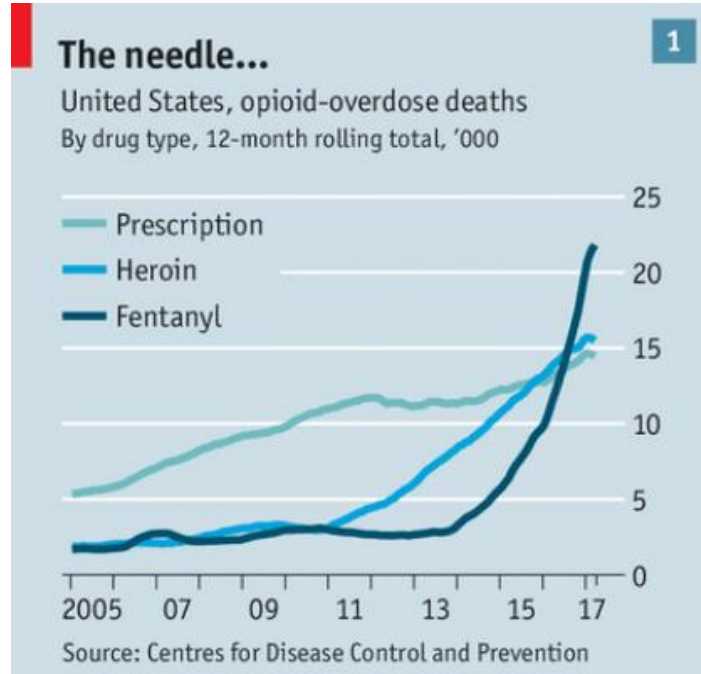
A NEW TOOL FOR UNDERSTANDING CIVIC AND PUBLIC HEALTH

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CIVIC ENGAGEMENT AND CIVIC INFRASTRUCTURE
TO ADVANCE HEALTH EQUITY

JUNE 14-15, 2021

THE DISCOVERY PROBLEM



A SOCIAL SCIENCE FAILURE: DISCOVERING WHAT'S HAPPENING ON THE GROUND

ILLUSTRATIVE EXAMPLE: DELAYED DISCOVERY OF THE OPIOID PROBLEM AND OF DEATHS OF DESPAIR

THE DIAGNOSIS: CURRENT MEASUREMENT TOOLS MAGNIFY THE VOICES OF THE POWERFUL AND OF THOSE WHO SEEK OUT OPPORTUNITIES TO EXERCISE VOICE

WHY HASN'T THIS MEASUREMENT PROBLEM BEEN TAKEN ON?

THE CORE REASON

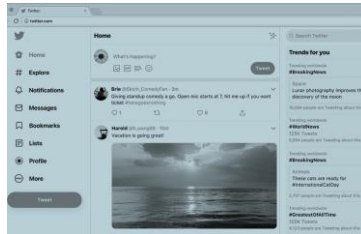
- A FOCUS ON “NOMOTHETIC METHODS” FOR CAUSAL INFERENCE (E.G., SURVEY EXPERIMENTS, QUASI-EXPERIMENTS, RCTs)
- WHAT’S FALLEN BY THE WAYSIDE: “IDIOGRAPHIC MISSION” OF UNDERSTANDING HOW THE *SINGLE WORLD* IN WHICH WE LIVE IS DEVELOPING

THE UPSHOT: UNDUE RELIANCE ON OLD-FASHIONED METHODS FOR MONITORING AND DISCOVERY THAT HAVE LONG AMPLIFIED THE VOICE OF THE POWERFUL

IS IT REALLY THAT BAD? LET'S TAKE A CLOSER LOOK AT OUR INFRASTRUCTURE

SURVEYS AND ADMINISTRATIVE DATA

- *THE BLINDERS PROBLEM*: ITEMS CHOSEN & DESIGNED BY ELITE SOCIAL SCIENTISTS (MANY OF WHOM ARE BONA FIDE “ONE PERCENTERS”)
- *THE DEPTH PROBLEM*: FIXED-ITEM RESPONSES ARE LOW-DIMENSIONAL AND OFTEN LACK THE DEPTH NEEDED TO CAPTURE WHAT’S REALLY HAPPENING



SOCIAL MEDIA

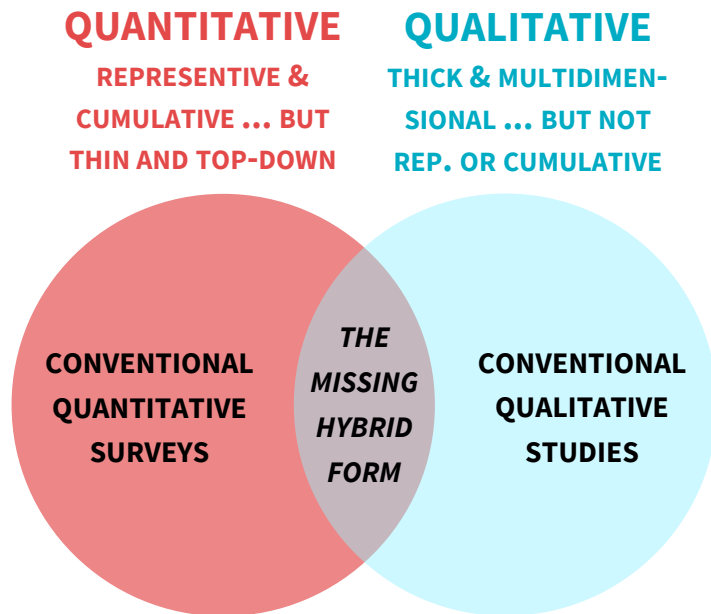
- *PROFOUND METHOD EFFECTS*: WHAT HAPPENS ON SOCIAL MEDIA MAINLY TELLS US ABOUT ... WHAT HAPPENS ON SOCIAL MEDIA
- *UNREPRESENTATIVE*: SELECTIVE PARTICIPATION



QUALITATIVE STUDIES

- *UNREPRESENTATIVE (E.G., SNOWBALL)*: AT WORST ... A DIRECT SELECTION ON DEPENDENT VARIABLE (E.G., QUALITATIVE JOURNALISM)
- *UNRELIABLE*: IT’S CALLED THE “LAW OF LARGE NUMBERS” FOR A REASON!
- *NOT TRANSPARENT (HENCE NOT CUMULATIVE)*: SECONDARY ANALYSIS DISALLOWED

CAN WE COMBINE THE BEST OF THE *QUANTITATIVE* AND *QUALITATIVE* WORLDS?



THE NEW FORM WE NEED

- THE REPRESENTATIVENESS AND TRANSPARENCY OF QUANTITATIVE RESEARCH
- COMBINED WITH THE IMMERSIVE RICHNESS OF QUALITATIVE RESEARCH

THE OLD “MIXED METHODS” TROPE: FLAWED QUANTITATIVE METHODS + FLAWED QUALITATIVE METHODS = TRUTH

AN ALTERNATIVE: CREATE A NEW FORM THAT DIRECTLY TARGETS THE FLAWS AND FIXES THEM

THE GOOD NEWS: THERE'S AN ONGOING EXPERIMENT WITH
JUST SUCH A HYBRID FORM



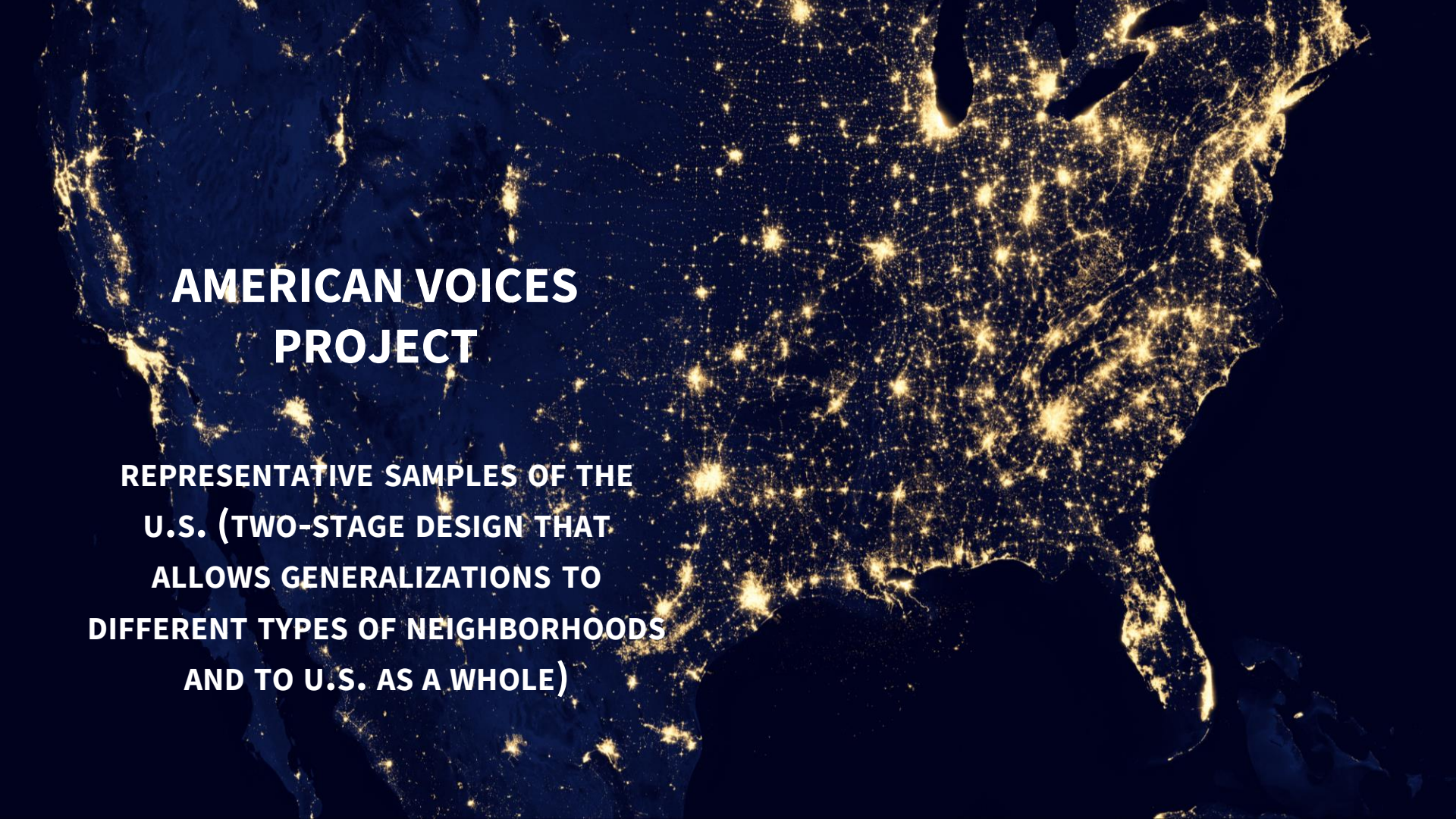
AMERICAN VOICES PROJECT

**... IMMERSIVE CONVERSATIONS WITH
A REPRESENTATIVE SAMPLE OF
AMERICANS TO LEARN HOW THEY'RE
FARING AND WHAT THEY'RE
THINKING, FEELING, AND DOING**

A satellite night map of the United States, showing the outlines of the continents and the glowing patterns of city lights and transportation networks. The lights are concentrated in the eastern half of the country and along the West Coast.

AMERICAN VOICES PROJECT

**SEMI-STRUCTURED LONG-FORM
CONVERSATIONS ... TO ALLOW FOR
*DISCOVERY***



AMERICAN VOICES PROJECT

**REPRESENTATIVE SAMPLES OF THE
U.S. (TWO-STAGE DESIGN THAT
ALLOWS GENERALIZATIONS TO
DIFFERENT TYPES OF NEIGHBORHOODS
AND TO U.S. AS A WHOLE)**



AMERICAN VOICES PROJECT

INTENSIVELY-TRAINED COLLEGE
STUDENTS (COMMUNITY COLLEGES,
ELITE COLLEGES, ETC.) SERVE AS
INTERVIEWERS ... AND ARE
THEMSELVES *TRANSFORMED* BY THIS
NEW WINDOW INTO “REAL WORLD”



AMERICAN VOICES PROJECT

**DEIDENTIFIED DATA MADE AVAILABLE
TO QUALIFIED RESEARCHERS ON
SECURE SERVERS (WITH DISCLOSURE
REVIEW) ... FIRST PUBLIC CALL IN
JULY, 2021**

THE PAYOFF

CRISIS REPORTS REVEAL HIDDEN SIDE OF THE PANDEMIC THAT CONVENTIONAL SURVEYS DON'T REVEAL

- UNAPPRECIATED MENTAL HEALTH PROBLEMS AMONG ADOLESCENTS
- NEW TYPES OF COPING
- PROFOUND SAFETY NET FAILURES
- THE HEAVY TOLL OF NOXIOUS CONTRACTS
- A NEW RACIAL DIVIDE IN DISCOURSE

PLANNED ANALYSES (COMING OUT OF PUBLIC CALL)

- MONITORING SENTIMENTS HOLISTICALLY THROUGH UNOBTRUSIVE ANALYSIS OF IMMERSIVE CONVERSATIONS
- NEW HOLISTIC MEASURES OF POVERTY AND DEPRIVATION
- BUILDING PREDICTIVE MODELS OF POVERTY, INTOLERANCE, AND OTHER OUTCOMES BY EXPLOITING HOLISTIC MEASURES OF STARTING CONDITIONS
- REASSESSING INFLUENTIAL FINDINGS FROM PAST QUALITATIVE RESEARCH (“A NEW REPRODUCIBLE QUALITATIVE SCIENCE”)

INSTITUTIONALIZING THE AVP

THE AVP COULD SERVE AS AN ONGOING “IMMERSIVE COMPLEMENT” TO THE GENERAL SOCIAL SURVEY

IDEOGRAPHIC PAYOFF: DISCOVER NEW HEALTH AND CIVIC ENGAGEMENT CRISES AS PEOPLE ADAPT TO RAPID TECHNOLOGICAL CHANGE AND AUTOMATION, EXTREME AND RISING INEQUALITY, PERSISTENT POVERTY AND RACISM, CLIMATE CHANGE, AND POLITICAL AND SOCIAL UNREST

BASIC SCIENCE PAYOFF: BUILDING A NEW TRANSPARENT QUALITATIVE SCIENCE THAT ALLOWS FOR REPLICATION AND CUMULATION