



The Analyst Institute conducts scientific randomized controlled experiments to determine what really works and what doesn't in voter contact activity. For more information on how tests are conducted and other specific findings please see www.analystinstitute.org

Mission:

- **To conduct and facilitate research on top priority voter contact questions:** In 2008 the AI partnered with dozens of organizations to execute 44 large-scale field experiments. Topics included which voters are “persuadable”, how behavioral science insights can be translated into voter contact tactics, and how to prevent ballot rolloff. The Analyst Institute was also frequently consulted to provide assistance in experimental design and execution of testing.
- **To educate progressive organizations about evidence-based best practices in voter contact:** We produce memos summarizing hundreds of experiments on topics including GOTV, ballot rolloff, persuasion, identifying persuadable voters, and preventing long lines on Election Day. In addition we conduct trainings across the country on topics including “How does testing work? And, what have we learned about GOTV?”
- **To encourage and support a culture of testing, innovation and learning in the progressive community:** We support a community of 400 data analysts and related professionals in collaborating and sharing their findings through monthly Analyst Group meetings and retreats.

The Analyst Institute's 2009 and 2010 Priorities:

We have an ambitious research agenda for the next few years. These include:

- ✓ *How Best to Reduce Ballot Rolloff and Increase Ballot Completion?*
- ✓ *What are the Predictors of Persuadability?*
- ✓ *Increase the Use of Impact-Based Communications.*
- ✓ *Which Advocacy Tactics are Most Effective?*
- ✓ *How Can we best Use Social Networking Technology?*
- ✓ *How Can we Effectively Engage Surge Voters?*
- ✓ *Can we Experimentally, and Quickly, Test the Impact of Television Ads?*
- ✓ *More Trainings, External Communications, and Outreach.*
- ✓ *Continue to Develop Written Communications.*
- ✓ *Enhance Skills of the Progressive Data Community.*

For more information please contact *Todd Rogers, Executive Director*, trogers@analystinstitute.org

Todd Rogers received a PhD from Harvard University, publishing research on experimental approaches to maximizing the effectiveness of voter contact. Prior to his graduate work, Todd worked as a pollster. His research is published in peer-reviewed journals in political science, psychology, marketing, and decision sciences, as well as the forthcoming book *Behavioral Foundations of Policy*.